



South African Furniture Initiative

DECEMBER 2024

[SAFI NEWS](#) | [INDUSTRY NEWS](#) | [EVENTS](#) | [CONTACT DETAILS](#)



MESSAGE FROM THE CEO



As 2024 draws to a close, I am proud to reflect on what has been a transformative year for the South African Furniture Initiative (SAFI). This year, we not only made significant progress but also laid a strong foundation for the future.

We welcomed two key additions to our team: Lynn Adonis as Administrative Manager and Tracy Symons in the newly created role of Marketing Relationship Manager. Their assistance and contributions have been instrumental in driving SAFI's initiatives forward.

SAFI has continued to advocate for a globally competitive and transformed furniture industry. Collaborating closely with government and partners, we addressed pressing challenges, including illegal imports and enforcing local content requirements. Significant progress is being made with the DTIC on anti-dumping duties and safeguard measures. We extended the scope of the Bargaining Councils and are also pursuing legal avenues to ensure compliance with Bargaining Council membership in government procurement processes, further strengthening our industry's position.

In line with our commitment to workforce growth, SAFI partnered with Judith Smith Development Services to develop learning materials and roll out new qualifications. Collaborations with organizations like Furntech are expanding, and grant application processes are being streamlined to support skills training across the sector. Looking ahead, a strategic skills session in January 2025 will align these efforts with industry needs, empowering businesses to grow and innovate in a competitive environment.

Our revamped website now offers enhanced resources, including a comprehensive furniture directory, tender and job portals, and soon-to-launch export research tools. An upcoming version, designed with improved navigation and user experience in mind, will introduce a fresh new look. This update will also provide members with exclusive access to detailed export research findings.

SAFI is developing a comprehensive membership system to centralize contact information, export readiness, tariff lines, and market data. This initiative aims to provide focused support for our members and strengthen communication across the industry. Recognizing the limited growth potential in the local market, we have actively addressed export challenges. Through the research workshops led by economist Dr Martin Cameron, we have identified viable global markets. This research has inspired exciting strategies, launching next year, to attract international buyers and create new revenue streams to support inbound trade missions and factory visits.

None of these achievements would have been possible without the unwavering support of our board members, team, funders, and industry partners. Together, we are overcoming challenges and paving the way for a brighter future for the South African furniture industry.

Wishing you a safe and joyful festive season.
Warm regards,

Greg Boule

CEO, South African Furniture Initiative

SOUTH AFRICAN FURNITURE INITIATIVE (SAFI) ANNUAL REPORT 2024

It is my privilege to present the 2024 Annual Report, which reflects a year of collaboration, innovation and resilience within the South African furniture industry. Over the past year, SAFI has made significant strides by driving key initiatives, forging new partnerships and tackling challenges to position the sector for sustainable growth.

This year we focused on strengthening our organisation internally, stabilising the management team with three strategic appointments and launching an improved website. The new platform now includes a business directory, employment portal, industry tender board and expanded membership support to highlight our commitment to providing value-added services. Despite economic pressures and global competition, SAFI remains dedicated in its mission to empower local manufacturers, build capacity and unlock growth opportunities through collaboration with government, industry stakeholders and members.

KEY MILESTONES IN 2024

1. **MARKETING DRIVE.** At the beginning of the year SAFI started a marketing drive to increase its membership and I am pleased to report that with the support of the Bargaining Councils the membership has increased from 200 to 700 furniture manufacturing businesses during the year.
2. **DATABASE REORGANISATION TO ENHANCE MEMBER SERVICES.** We recently commenced the reorganisation of our member database. This effort will improve how we communicate with our members by enabling more efficient, targeted updates and engagement. The revamped database will ensure that members receive relevant information on industry opportunities, exclusive research and tender details.
3. **EXPORT PROJECTS AND MEMBER-ONLY TENDER ACCESS.** SAFI is playing a pivotal role in promoting South African furniture exports by facilitating a technical analysis of export opportunities with an explanatory interpretation for the relevant identified HS 6- digit tariff codes and an industry engagement facilitation process, guided by Trade Advisory, to develop an export strategy for the industry. To further enhance membership value, we restricted access to tender information exclusively for SAFI members. SAFI is lobbying the dtic to motivate for bargaining council membership to be a prerequisite for tender eligibility.
4. **ADDRESSING THE IMPACT OF UNDERVALUED IMPORTS WITH SARS.** A recurring challenge for our industry has been the influx of undervalued imports, which undermine local businesses. SAFI has taken decisive action by engaging with SARS (South African Revenue Service) to address this issue. We initiated discussions aimed at strengthening monitoring processes and tightening regulations to protect the integrity of our market. SAFI will continue to advocate for fair trade practices to ensure local manufacturers compete on a level playing field.
5. **LAYING THE FOUNDATION FOR THE 2026 FURNITURE MANUFACTURING TRADE SHOW.** We have started the groundwork for a potential Furniture Manufacturing Trade Show in 2026. This event will serve as a platform to attract foreign buyers, foster new partnerships and showcase the capabilities of South African furniture design and manufacturing. SAFI is currently actively engaging with stakeholders to ensure that the trade show offers meaningful opportunities for both large and smaller manufacturers, driving exports and raising the global profile of South African furniture.
6. **PROUDLY SOUTH AFRICAN BUY LOCAL SUMMIT – FURNITURE PAVILION - MARCH 2025.** SAFI is in discussions with Proudly South African to include a Furniture Pavilion in its Buy Local Summit & Expo in March 2025, a partnership that aligns with our mission to promote local procurement and domestic manufacturing.
7. **QUALIFICATIONS DEVELOPMENT.** SAFI now has a dedicated resource working on qualifications development. The learning materials for the Design, Upholstery and Furniture Maker qualifications are complete and are currently under review by experts. The Skills Development Facilitation Practitioner qualification, designed to equip learners with the essential skills and knowledge required to effectively manage and implement skills development initiatives within various organizational contexts, is currently being rolled out. This programme will lay the foundation for providing learners with work-place experience, an essential element in achieving the qualifications.

I am grateful to the SAFI Board, management and our members for their unwavering commitment and support. The progress we've achieved this year reflects the strength of our collective efforts. Together, we will continue to shape the future of the South African furniture industry by building a sector that is innovative, sustainable and globally competitive.

Thank you for your ongoing support and belief in our shared vision.

Sincerely,

Penwell Lunga

CEO, South African Furniture Initiative

NEW SAFI BOARD OF DIRECTORS FOR 2024/2025 ELECTED

The South African Furniture Initiative (SAFI) proudly announces the election of its Board of Directors for the 2024/2025 term. The new Board, chosen during SAFI's recent Annual General Meeting, comprises an esteemed group of professionals who represent the collective voice of the industry's stakeholders. Their leadership will be instrumental in shaping SAFI's strategic direction and championing initiatives that promote growth, innovation, and job creation in the furniture sector.

The 2024/2025 SAFI Board of Directors includes:

- Penwell Lunga (Chairperson)
- Greg Boule (CEO and Audit Committee)
- Nico Badenhorst (Audit Committee)
- Peter Grey (Audit Committee & Chamber Lead – Lounge)
- Michael Borchers (Chamber Lead – Bed & Mattress)
- Mohammed Hansa (Chamber Lead – Case Goods)
- Byron Donaldson (Chamber Lead – School & Office)
- Stephanie Forbes (Chamber Lead – Kitchen & BIC)
- Justin Berry (Chamber Lead – Raw Materials)
- Stephan Nieuwoudt (Chamber Lead – Retail)
- Johann Claassen
- Morné Smith

Union representatives include:

- Walter Dyers (Audit Committee)
- Jonathan van Rooyen
- Educated Nkosi
- Phineas Ntimane
- The Alternate Directors are:
- George Annadale
- Arthur Bondt
- Norman Meyer
- Devraj Moodley
- Jan-Hugo Roothman
- Kenneth Chauke
- Ismail Sahib

This diverse team brings extensive expertise across the furniture industry's value chain, equipping SAFI to tackle industry challenges and seize opportunities. With their guidance, SAFI is poised to drive meaningful progress, ensuring sustainability, innovation and increased economic contributions from the sector.

As SAFI enters this new chapter of leadership, the organization remains committed to fostering collaboration and innovation to uplift the South African furniture industry and its stakeholders.

MEET SAFI'S NEW ADMINISTRATIVE MANAGER:

A PASSION FOR PEOPLE AND SKILLS DEVELOPMENT

SAFI is delighted to formally introduce its new Administrative Manager, Lynn Adonis, a seasoned professional whose career reflects a deep passion for growth, education and empowering others. With a focus on Furniture Qualifications and Skills Development, she plays a pivotal role in aligning SAFI's work with the goals of the Furniture Industry Master Plan (FIMP). Her efforts will ensure that South African artisans and manufacturers have the skills to thrive in an evolving industry.

FROM VIRTUAL SUPPORT TO FULL-TIME IMPACT

Lynn's journey with SAFI began in 2021, when she worked as a Virtual Assistant, supporting administrative operations on a freelance basis. In 2022-2023 her role expanded as she contributed to the Light Manufacturing Pilot Project, funded by the City of Cape Town. This experience sparked her passion for the furniture sector.

"SAFI's offer of a permanent position in 2024 was an exciting opportunity, she said. "The focus on training and development aligned perfectly with my lifelong passion for helping people grow."

A WEALTH OF EXPERIENCE ACROSS INDUSTRIES

Her career spans more than three decades, beginning in 1986 as a receptionist. Over the years she held various roles including PA to Directors, Sales & Marketing Coordinator and National ABET Coordinator across several industries. She is very proud of running her own business, EducaTrain Developments, where she facilitated ABET literacy and numeracy courses with success. Her career reflects not only her expertise in large-scale learning programs, but also her talent for mentoring and developing facilitators. Customer service is very important to her. She is committed to providing prompt assistance and ensuring the quickest possible turnaround on queries, always going the extra mile to help wherever she can.

SAFI: A CATALYST FOR INDUSTRY GROWTH

Lynn is excited about SAFI's role in supporting local manufacturers. "SAFI offers a wealth of opportunities to furniture manufacturers of all sizes," she explains. "Through our commitment to skills development, we empower local artisans to grow, innovate and increase their export potential." SAFI's hands-on support with applications and processes are guiding manufacturers to ensure success in a competitive market.

BEYOND WORK: A LIFE OF SERVICE AND SPORTS

When Lynn is not focused on SAFI's initiatives, you'll find her pursuing her other passion – darts. With over 20 years of experience, she currently serves as the secretary of the South African Darts Academy (SADA). In this role, Lynn mentors youth from disadvantaged backgrounds, promoting emotional wellness, leadership and a balanced lifestyle through sport.

LOOKING AHEAD

Lynn is currently enrolled in a Facilitator Training Programme aiming to achieve full qualification as a Skills Development Practitioner by 2025. This reflects her belief that her "greatest achievement is yet to come."

With a distinct heart dedicated to people's growth, a love for cultural diversity and a commitment to industry transformation, she sees significant changes on the horizon for SAFI. "I have no doubt that our efforts will soon deliver the impactful results we are working toward."



A MILESTONE IN CONSUMER PROTECTION

KSA EARNs PRESTIGIOUS CERTIFICATION



We are proud to congratulate the Kitchen Specialists Association (KSA) on achieving official recognition and certification from the National Consumer Commission (NCC) and the Consumer Goods & Services Ombudsman (CGSO). This esteemed accreditation marks a significant milestone, highlighting the association's dedication to consumer protection and industry excellence.

This achievement comes after nearly two years of focused effort and positions KSA as one of only two organizations in the country to attain this certification.

The accreditation enhances KSA's ability to support consumers and mediate disputes effectively, ensuring that consumer rights are prioritized and protected. It also strengthens the integrity of KSA's

processes and solidifies its role as a trusted advocate for consumers and industry members alike.

By setting a higher standard for professionalism and accountability, KSA continues to lead the way in promoting fair practices within the kitchen industry.

For more information about KSA's NCC accreditation and its impact on consumers and industry professionals, visit their official announcement <https://www.ksa.co.za/ksa-ncc-accreditation.php>

This achievement represents a significant step forward for KSA as they continue to protect and empower consumers while championing excellence in the kitchen industry.

FURNITURE INDUSTRY SKILLS ASSESSMENT AND AUDIT REPORT



The South African Furniture Initiative (SAFI), in collaboration with the Fibre, Processing and Manufacturing Sector Education and Training Authority (FP&M SETA), commissioned a research project to conduct a thorough skills assessment and audit of the furniture industry. This initiative plays a critical role in aligning workforce capabilities with the strategic objectives of the Furniture Industry Masterplan (FIMP), ensuring sustainable growth and innovation within the sector.

The research consulting firm, Mzabalazo, presented their findings at the SAFI board meeting on 23 August 2024. The Final Audit Report has been distributed to all relevant stakeholders for final review and sign-off, providing insights to guide the industry's future.

The report highlights SAFI's commitment to fostering a skilled and resilient workforce capable of meeting the challenges and opportunities in South Africa's furniture manufacturing landscape.

SAFI STRATEGIC PLANNING SESSION

ON QUALIFICATIONS & SKILLS DEVELOPMENT

On 30 January 2025, the South African Furniture Initiative (SAFI) will host a Strategic Planning Session focused on qualifications and skills development. The session will address key recommendations from the recently conducted Skills Audit Report and integrate valuable insights from a range of stakeholders engaged in the planning process.

The session will bring together representatives from across the furniture industry, including:

- Furniture manufacturers and small businesses,
- Training institutions, TVET colleges, and universities of technology,
- Government representatives and policymakers,
- Labour unions and industry associations,
- The Fibre Processing and Manufacturing SETA (FP&M SETA),
- The Department of Trade, Industry and Competition (DTIC).

The primary objective is to develop a comprehensive three-to-five-year strategic plan that aligns with the changing needs of the furniture sector. This comprehensive framework will ensure that the industry's qualifications and training standards meet future demands.



CELEBRATING EXCELLENCE IN DESIGN

PG BISON 2024 1.618 EDUCATION INITIATIVE WINNERS ANNOUNCED



Congratulations to the winners and finalists of the PG Bison 2024 1.618 Education Initiative! Your innovative designs and creative talent inspire the future of interior and furniture design.

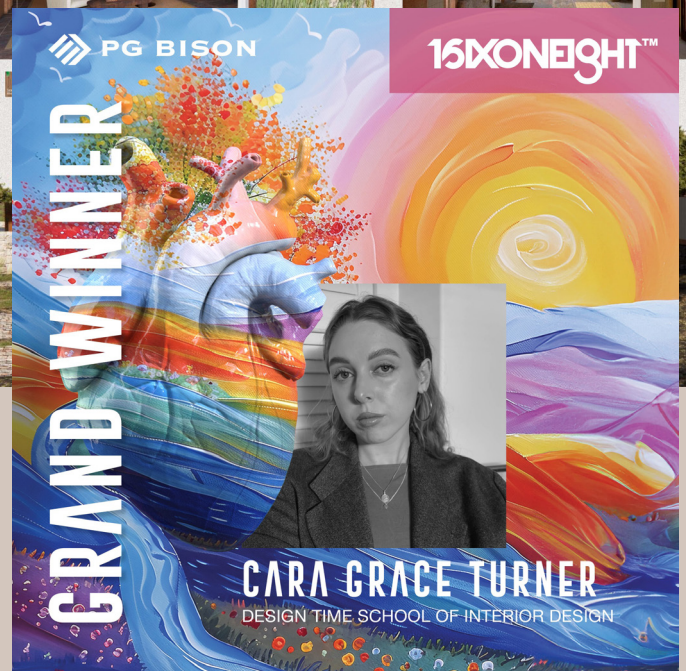
At a prestigious awards ceremony in Johannesburg, Cara Grace Turner from the Design Time School of Interior Design emerged as the overall winner. Her visionary project, The Eve Hotel, a boutique hotel concept nestled in the picturesque escarpment of eNtokozeni, Mpumalanga, earned her the top prize of R75,000. Her lecturer, Anel Joubert, was also recognised for her mentorship and awarded R50,000.

The runner-up, Grace Taylor, also from the Design Time School of Interior Design, was awarded R37,500, while Isabella Vernes from the University of KwaZulu-Natal claimed third place, receiving R15,000.

These accolades reflect the incredible dedication and imagination of these talented students. Their projects set the benchmark for excellence and innovation in the design industry.

We extend our heartfelt congratulations to all the finalists for their outstanding contributions. The future of furniture and interior design shines brightly with such promising talent leading the way.

For more details about the winners and their projects, visit <https://1sixoneeight.co.za/2024/10/25/2024-winner-revealed/>





Diarise

SAFI OFFICE CLOSURE: HOLIDAY SEASON BREAK

The SAFI team is taking a well-deserved break to recharge and gear up for an exciting year ahead! Our office will be closed from Friday, 20 December 2024, and we will reopen on Monday, 13 January 2025.

Thank you for your continued support, and we wish you a joyful and restful holiday season. See you in 2025!

17-18 MARCH 2025: PROUDLY SOUTH AFRICAN BUY LOCAL SUMMIT AND EXPO

The Proudly South African Buy Local Summit and Expo is a premier event showcasing the best of local products and services. Celebrating homegrown innovation, the expo unites businesses, government, and consumers to drive support for local industries, fostering economic growth and job creation. Attendees gain insights through thought-provoking panels, networking opportunities, and a vibrant exhibition floor. This event highlights the power of choosing local, reaffirming its role in building a sustainable and prosperous South African economy.

<https://proudlysa.co.za>

5-8 JUNE 2025: 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>

24-27 JULY 2025: 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>

11-12 JUNE 2025: HOTEL & HOSPITALITY EXPO AFRICA

The landmark 8th Annual Hotel & Hospitality Expo Africa, is taking place for the very first time in Cape Town. This vital platform plays a crucial role in the revitalisation of the continent's hotel and hospitality sectors. Whether you're a supplier or a buyer, the expo offers a unique opportunity to connect and drive growth. Book your stand now by going here: <https://www.decorex.co.za>

15-16 JULY 2025: 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 15-16 July 2025 at the Sandton Convention Centre. Find out more about next year here: <https://manufacturingindaba.co.za>



www.southafricanfurnitureinitiative.co.za

Our mailing address is:

Postal: P O Box 1529, Sanlamhof 7532, Cape Town, 7532