



Automotive Industry Development Centre

Your partner in becoming globally competitive

A subsidiary of the Gauteng Growth and Development Agency

IN THIS ISSUE

CHAMDOR AUTOMOTIVE HUB LAUNCH

AUTOFOCUS



We are pleased to bring you another edition of the Autofocus. This newsletter is one of the platforms that we use to illustrate that the Automotive Industry Development Centre (AIDC) is indeed

“Your partner in becoming globally competitive”.

The AIDC has achieved the long-awaited milestone of launching the Chamdor Automotive Hub. Chamdor, as it is commonly called, was officially opened on the 27th of October 2022 in the presence of representatives from the Gauteng Provincial Government, the Reggio Emilia municipality from Italy as well as the Mogale City Local Municipality where the hub is situated.

The special occasion was a culmination of a long-standing relationship between the AIDC on behalf of Gauteng and the E-35 Foundation on behalf of Reggio Emilia. This edition of the Autofocus features stories that give an account of the successful projects implemented because of this relationship including the Chamdor Automotive hub, the Together Project, and the renewal of the formal agreement.

While fulfilling our mandate to develop the automotive industry we entered into formal agreements to push the skills development agenda as well as the inevitable roll out of Electric Vehicle Infrastructure. We also take a glimpse at Women SMMES in the that are making strides through our programmes.

As the AIDC management we would like to express our sincere gratitude to all the stakeholders who contributed to the successful opening of the Chamdor Automotive Hub from beginning to end.

Regards
AIDC Management

Official opening of the Chamdor Automotive Hub

THE CHAMDOR AUTOMOTIVE HUB

The Chamdor Automotive Hub was officially opened on the 27th of October 2022. The event was hosted by Gauteng MEC for Economic Development Tasneem Motara and attended by key stakeholders from the Gauteng Provincial Government, Mogale Local Municipality and the Reggio Emilia Municipality. The Chamdor Hub is a result of the fruitful relationship between the Gauteng provincial government, Mogale City local municipality, the Municipality of Reggio Emilia, E35 Foundation for international projects and Emilia Romagna Region. Reggio Emilia is located at the hearth of the Motor Valley in Emilia Romagna, one of the city leaders for the automotive sector. The event also forms part of the activities planned for the Reggio Emilia mission to the Gauteng Province. The Mayor of Reggio Emilia Luca Vecchi was in attendance.

The Automotive Industry Development Centre (AIDC) a subsidiary of the Gauteng Growth and Development Agency which is an agency for the Gauteng Department of Economic Development, developed the concept for an automotive aftermarket hub for Chamdor to address barriers to entry into the automotive aftermarket sector for SMMEs. The Chamdor Automotive Hub will develop SMMEs to commercial sustainability and to being recognised as suppliers of competitive automotive aftermarket services in terms of cost, quality, and delivery.

The event included a tour of the facility by all guests, a formal programme and a ribbon cutting ceremony.

“

We are justifiably proud and pleased to co-host with our local and international partners, the official opening of this Chamdor Automotive Hub. We urge the community and citizens of the Greater Mogale Municipality to support and protect this asset that is geared towards contributing to shared prosperity and inclusive growth. We also encourage the local and international private sector to come on board to work with the local, provincial and national government to establish franchises in this Hub and similar other Hubs, especially those targeted at empowering TISH communities.

-MEC Tasmeen Motara

”



Executive Mayor of Mogale City Tyrone Gray



GGDA Acting Group CEO Simphiwe Hamilton



Luca Vecchi Mayor of Reggio Emilia



MEC Tasmeen Motara



Programme Director CGDA Board Chair Dr Sibongile Vilakaz



Tour of the Chamdor Automotive Hub



Unveiled



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CHAMDOR AUTOMOTIVE HUB

Your partner in transferring automotive skills to the community

KEY OBJECTIVES

Business incubation in order to achieve technical and business skills, transferred to local SMMEs at a professional proficiency level, and of the highest quality possible, all while developing scarce automotive industry skills.

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-  LOCKSMITH



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Training Opportunities for Gauteng youTH in Emilia Romagna

TOGETHER PROJECT- STUDY TOUR TO REGGIO EMILIA

In the framework of the historical IGR relations between the Reggio Emilia and Gauteng Provincial Government. There are memorandums of understanding between the GGDA and E35 Foundation, the Emilia Romagna Region and Gauteng Province. It is such that the Municipality of Reggio Emilia, in collaboration with E35 Foundation for international projects and the AIDC designed and drafted the project named **TOGETHER** (Training Opportunities for GautEng youTH in Emilia Romagna).

The project has been promoted in collaboration with HIP Alliance, University of Modena and Reggio Emilia, Unindustria Reggio Emilia, and Gauteng Province, funded by the Emilia-Romagna Region as leverage to support common economic development in the automotive sector both in South Africa and in Italy. This project comes as a follow-up of the Chamdor Automotive Hub project, which brought to the opening of an aftermarket and training workshop in accordance with the Gauteng Township Revitalisation Strategy by GDED. The Chamdor Automotive Hub was formally presented at the second Italy South Africa Indaba held in October 2017 in Johannesburg.

TOGETHER Project, proposing the same partnership and a similar skill-based approach, involved twenty-five (25) students of mechanical engineering from five (5) universities in Gauteng in a series of four (4) webinars, presenting the opportunities of cooperation and synergies between the automotive sector in Gauteng and Emilia-Romagna and in general between South Africa and Italy. At the end of the training activity, thanks to the evaluation of a final dissertation, five (5) students were selected to participate in an exchange study visit to be held in Italy. The study visit includes a programme of meetings, training, and workshops about the Emilia-Romagna automotive sector, with the aim of developing their knowledge and skills and therefore enhancing their employability. This will impact the South African automotive skills competence.

"From my end, I look forward to engaging more with how we can develop the sphere of the internet of moving things with the African context to improve quality of life as well as to improve on the children's education."

-

Uvuyile Udunge

"I feel very privileged to have been given the opportunity to go on this study visit and I think it was a success. The biggest lesson I have come away with and will always impress when I tell people of my visit is the amazing things the municipality of Reggio Emilia is doing to uplift itself, uplift its people and the change it is making. I feel that South Africa and more locally, Gauteng, have a long way to go in developing itself to the same level, however, leveraging off its relationship with Reggio Emilia it is a very possible achievement. "

-

Catia Borello

"I gained a lot of valuable insight from all of the Italian companies involved in this project, where I developed a much deeper understanding and an appreciation for the automotive manufacturing sector both in Emilia Romagna and globally. I also developed great respect for the work that is being done within the beautiful municipality of Reggio Emilia to educate and up-skill the youth."

Lastly, I learnt about the incredible long standing relationship between Reggio Emilia and many African countries, including South Africa. As a result, I am truly grateful to all the stakeholders of the TOGETHER project who were involved in making this study visit a complete success, and for providing me with an incredibly memorable experience that I will cherish forever. "

-
Sachin Kalyan

"The Loris Malaguzzi International Centre was the most unexpected highlight. I really loved the philosophy behind this. If we teach our children that they have autonomy and they can actively make decisions for themselves, it creates a society of people who actively participate in democracy and feel like they have the capacity to make a difference rather than being compliant with what is broken around them. It was designed for children, but I

think it extends so much further. We as adults had so much fun exploring all the ateliers."

-
Uma Krige

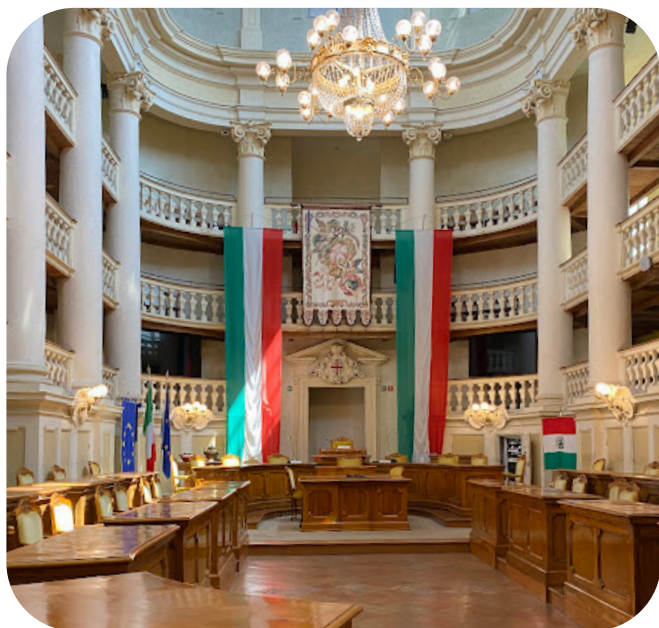
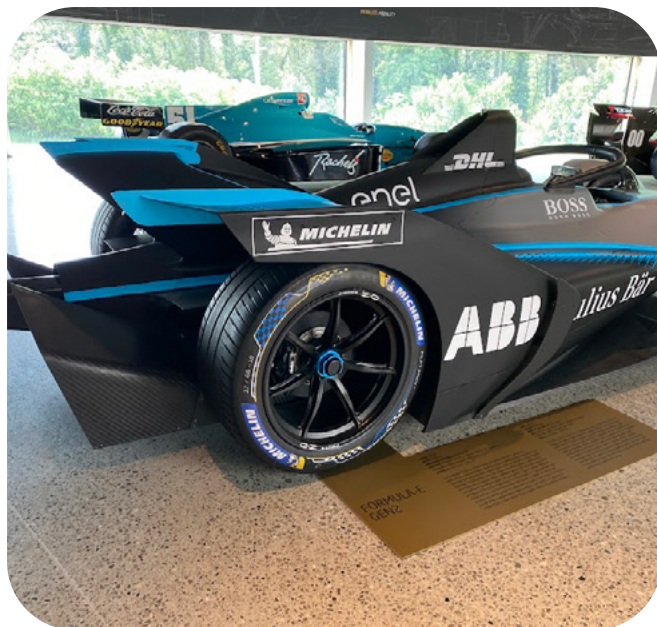
"Reggio Emilia will always be a special place to me because of this unique trip and its associated experiences. The bond with the Gauteng government, and South Africa as a whole, should be highlighted and cherished. It is crucial for the upcoming youth of South Africa to understand this relationship and the role that it played in our country's history. I am eager to be part of the continuation of this bond as we investigate further collaborations and leave a positive legacy behind, much like those who initiated the relationship."

-
Hanz Swartz



Uma ,Catia,Sachin ,Hans,Uvuyile





GAUTENG AND REGGIO EMILIA STRENGTHEN A LONG STANDING STRATEGIC PARTNERSHIP

The Gauteng Growth and Development Agency (GGDA) and the E35 Foundation met on the 28th of October to renew a long-standing Memorandum of Understanding. This was a day after the opening of the Chamdor Automotive Hub. The MEC for Economic Development in Gauteng, Tasmeen Motara, said “This is a fine example of how great bilateral relations can be when we are all committed to achieving the common goals. It is also a tribute to those who lay the foundation for us present here today”

The GGDA and E35 Foundation had previously entered into agreement that yielded prolific results and saw it befitting to continue the relationship. The projects were implemented by the Automotive Industry Development Centre (AIDC) as a subsidiary of the GGDA in the Automotive Industry.

Success stories emanating from the projects implanted by the E35 Foundation and the Automotive Industry Development Centre:

1 November 2018: Gauteng universities participate in a workshop on university collaboration on Automotive and Mobility with E35, AIDC and GPC delegates.

2 January 2019: Gauteng university and AIDC Hubs and Training delegation visits University of Modena and Reggio Emilia and E35 industry members to reinforce and establish areas for collaboration on Automotive and Mobility.

3 July and September 2019: University of Pretoria professors visit Unimore to discuss collaboration on Automotive and Mobility.

4 September 2019: Embassy of Italy in Pretoria sponsors Workshop on Automotive and Mobility at University of Pretoria.

5 September 2020: E35 offers an experiential training opportunity for UP, TUT and Wits graduates on the Township Hubs and E35 industry and Reggio Emilia involvement as part of the Together Project. This culminated with five students from the universities visiting Reggio Emilia on a study tour in May 2022

The Mayor of Reggio Emilia, Luca Vecchi said, “our presence here today shows our keen interest in utilising each other’s services for our mutual benefit and to promote the sustainable and economic development and internationalisation of both Gauteng Province and Reggio Emilia wider territory”

The renewed agreement details numerous projects including a replica of the Chamdor Automotive Hub in another Township in Gauteng.

The two regions are strategic partners in promoting, business missions, exchange programs, international seminars, study visits, professional development, trade fairs and exhibitions.

The MOU was signed by the Acting CEO of the GGDA Simphiwe Hamilton and the President of the E35 Foundation Alessia Ciarrocchi at the Constitutional Hill on Johannesburg in the presence of representatives

The Programme Director and Manager for Automotive Township Hubs there is full confidence that the renewed agreement would lead the two regions to even greater heights.



Acting Group CEO Simphiwe Hamilton and E35 President ,Alessia Ciarrocchi, prepare to sign the agreement



Programme Director Masego Mayevu and Acting Group CEO Simphiwe Hamilton



Mec Tasmeen Motara and Mayour Luca Vecchi



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Hlatyayo Trading and Projects

MEET KOKETSO HLATYAYO, FOUNDER AND DIRECTOR.



When and how did you start your business?

I registered the company through CIPC in January 2019 and started operating the same year in February.

What services do you offer?

- Service and repair of motorcycles and vehicles
- Technical analysis of motorcycles and vehicles
- ISTA diagnostics
- Safety checks on motorcycles and vehicles
- Major & minor services
- Clutch repairs
- Engine overalls
- 62-point service
- Spray painting and panel beating
- Towing services

What sets you apart in your field of work?

We are prominent and adhere to the required turnaround time. We also pay special attention to the quality and care of our work.

How many people do you employ?

We have five permanent employees (admin clerk, panel beater, qualified mechanic, one driver, and one rollback operator), and we have about two standby people to aid as per request upon our workload.

Do you have youth, women, and/or people living with disabilities working with you?

Yes. Our mechanic is youth, and our driver is paraplegic (hence we have an automatic bakkie).

What do you appreciate most about your work?

The fact that we give unemployed people an opportunity to put food on their families' table.

What advice would you give to people wanting to start their businesses?

To persist in seeking help from the government as most people who want to start their own business are unemployed. Also, when in business, make sure to give good quality service for expansion in their respective businesses.

How did the Covid19 pandemic affect your business if it did at all?

Because of the restrictions that were put in place, we had to close our workshop and that negatively had an impact on our business.

What measures did you put in place to ensure your business survives the pandemic?

We had to reduce our turnaround time to attract business however making sure we stick to our quality service.

What do you envision for your future in business?

To grow and be able to hire more staff and to also lead and advise emerging businesses to thrive.

How has AIDC assisted you in your business?

Thus far for their promptness in helping me with my business. This gives us hope for a brighter future.



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Unit no. C9 Topaz Park, 72 Topaas street, Klerksoord, Gauteng, 0200

Winterveld Female SMME's

Chivite Panelbeat and Respray

MEET TSAKANE BALOYI, DIRECTOR

When and how did you start your business?

I was inspired by my father who has more than a decade in the automotive industry. I started working with him while I was still in school and then later started running my workshop in 2018. I attended entrepreneurship training at Beulah Africa, NYDA, and Goethe-Institut South Africa. I registered my business in 2020 after I was awarded a grant by Beulah Africa.

What services do you offer?

- Panel Beating
- CO2 Welding
- Spray Painting
- Polishing
- Press Bearings

What sets you apart in your field of work?

We constantly strive to please our clients with our best quality services.

How many people do you employ?

I employ 3 people

Do you have youth, women, and/or people living with disabilities working with you?

Yes, we do have women and youth as part of Chivite Panelbeat and Respray.

What do you appreciate most about your work/business?

Giving back. I am not yet making millions, but I can feed other families.



What advice would you give to people wanting to start their businesses?

Consistency is key, there will be stumbling blocks and certain things that might discourage you but stay the course.

How has the Covid-19 Pandemic affected your business if it did at all?

I lost clients and had to start marketing my business again.

What measures did you put in place to ensure your business survives the pandemic?

I had to attend mental health classes to help me monitor my progress and to get better, stronger, and more confident because covid times were extremely hard to survive.

What do you envision for the future of your business?

To grow and expand my business by opening branches in other provinces, and most importantly I want to recruit more women and equip them with skills within the automotive industry.

How has AIDC assisted you in your business?

Getting recognition and the best possible way to run an automotive business professionally.

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Email: chiviteproject@gmail.com

12732 Ext 13, Shishanguve South, Pretoria, 0152

AIDC, GRIDCARS AND LEBONE RENEWABLES TAKE CHARGE OF THE FUTURE



GridCars Managing Director Winstone Jordaan, Lebone Renewables Prof Phinda Mida, AIDC Acting Senior Manager



AIDC, GridCars and Lebone Renewables delegates available at the ceremony

Automotive Industry Development Centre (AIDC), GridCars and Lebone Renewables signed a Memorandum of Agreement on Thursday, 13 October 2022 at AIDC offices in Rosslyn. With similar interests in Electric Vehicles (EV), the parties signed the agreement with a mandate and wish to co-operate in areas of mutual interests.

Signed by AIDC's Acting Senior Manager for Business Development, Mr. Asanda Mzinyati, GridCars' Managing Director, Mr. Winstone Jordaan, and Lebone Renewables' Prof. Phinda Madi, the MOA will provide a framework of cooperation and facilitate collaboration between the parties, on a non-exclusive basis. Areas of collaboration include roll out of EV charging infrastructure, skills development initiatives linked to charging infrastructure and supply and support of EV charge station hardware. Mzinyati said there has always been synergy between AIDC and GridCars. "One thing that makes people reluctant to invest in electric vehicles is the unavailability of infrastructure. Our partnership with GridCars and Lebone Renewables will allow us to solve the problem. We are excited about the relationship formed and we look forward to working together". Echoing Mzinyati's words, Jordaan said that the aim is to make the EV infrastructure accessible. "The partnership will focus on the roll out of EV

infrastructure, the diversification of the EV value chain and skills development initiatives related to EV infrastructure and other areas of interest we can identify in future. It is important to note that the EV market is growing rapidly, and it is predicted to grow even further, which makes it important for us to roll out EV infrastructure as soon as we can".

Lebone Renewables' Prof Phinda Madi thanked the AIDC for creating a platform for the parties to meet and being the catalyst for the agreement. "There has always been keenness to work together. When Lebone Renewables started out, it was out of frustration caused by the reoccurring power cuts in Soweto. So as a problem-solving means, we looked into renewable energy, hence solar energy."

Present at the signing ceremony were delegates from AIDC, GridCars and Lebone Renewables who were taken on a tour at the Automotive Supplier Park and test drives of EV vehicles brought in by GridCars.

THE AIDC WELCOMES THE RETURN TO AUTOMECHANIKA TO GAUTENG



Marketing and Events Co-ordinator Matema Masemola, Acting CEO Jameel Chand and Business Development Officer Rirhandzu Khoza at the AIDC stand at Automechanika 2022.

The Automotive Industry Development Centre (AIDC) is once again participating in Automechanika Johannesburg, as a sponsor and exhibitor. The AIDC as the Gauteng province's implementing agency for the automotive sector has partnered with Messe Frankfurt to render the Johannesburg leg of this trade fair a success. The AIDC has participated in all previous events.

Automechanika Johannesburg 2022, was officially opened by the "Captain's of Industry Breakfast with the AIDC as one on the hosts.

The purpose of the event was to officially welcome the Executives of Messe Frankfurt SA as well as captains of industry to this year's events.

The Acting Group Chief Executive of the Gauteng Growth and Development Agency, Simphiwe Hamilton, representing Gauteng MEC for Economic Development, welcomed the guests highlighting the significance of this event on fostering collaborations that will contribute to the realisation of the SAAM 35 objectives.

This year is a first live event following a 2-year absence due to the Covid-19 pandemic. The Acting CEO of the AIDC Jameel Chad said "It is good to be back out here again, we are ready to form new relationships with stakeholders in the sector while reigniting old ones. The AIDC has various well established

programmes including incubation, skills development and training, townships hubs and supplier development. The development of infrastructure for Electric Vehicles in Gauteng is a priority for us and we are leading the narrative in that regard." Chand says he is confident that participating in this year's trade fair will have an impactful outcome.

The Chairperson of the AIDC Board, Refilwe Letwaba as well as the chairperson of the GGDA Board, Sibongile Vilakazi also supported the event.

Automechanika features manufacturers from across the automotive sector, including parts and components, repair and maintenance, electronics, accessories, car wash, care and reconditioning, management, and digital solutions as well as tyres and wheels, safari and off-road vehicles. This year's trade show will run from the 7th to the 10th of June with the AIDC exhibiting at stall 6E16 at the Johannesburg EXPO centre in Nasrec.

AIDC AND SEFA ANNOUNCE PARTNERSHIP TO GIVE SMMES IN THE AUTOMOTIVE AND RELATED MANUFACTURING INDUSTRIES A LEG UP

The Automotive Industry Development Centre (AIDC) and The Small Enterprise Finance Agency (sefa) announced a combined initiative that aims to support South Africa's automotive and manufacturing industries by improving access to opportunities for SMMES and boosting supply-chain and enterprise development, among other efforts.

The two parties signed a Memorandum of Understanding (MoU) at the Automotive Supplier Park(ASP) in Rosslyn, Pretoria. The agreement sees sefa and the AIDC entering a purposeful partnership to deliver on targeted programmes of mutual interest, which will also address transformation of the automotive and manufacturing industries. The MoU will last for five years, with the option to extend a year before its expiration date. sefa, through its Small Enterprise Manufacturing Support Programme, consider projects from the manufacturing sectors that help drive localisation. Township and Rural Entrepreneurship Programme (TREP) is geared towards the revitalisation of township and rural economies. The AIDC's Skills Development and Training department identifies sectors with skills deficiencies, and then develops programmes to equip individuals with the necessary skills to drive economic growth throughout South Africa's automotive industry.

The MoU outlines the following objectives:

- Increase the number of participants, especially black participants, across the value and supply chains, and across enterprise development in the automotive industry
- Promote fair competition in the automotive sector
- Carry out and deliver on targeted programmes that include transformation and ensure access to opportunities for SMMES
- Implement the AIDC's transformation policy, informed by the need for partnerships with enabling entities in the public and private sectors
- Build strategic relations that will enable emerging contractors, professionals, and suppliers to gain

access to direct development support

The AIDC's vision is to grow the local automotive manufacturing industry by boosting local content production to 70% over the next few years; and sefa aims to be the leading catalyst for the development of sustainable SMMES and cooperatives through the provision of finance.

"The aim of the MoU is to provide finance where the private sector is unwilling to get involved, particularly for black-owned SMMES. We're interested in targeting incubators and helping to take them to the next level," said sefa CEO Mxolisi Matshamba, speaking at the launch.

"We would like this MOU to be target-driven. We will develop a steering committee that will report regularly on underperforming facilities in the automotive space so that sefa can move into the supplier development space and help where we can. I'm excited and hope that in the next month or two we will be able to check on the implementation of the key milestones of this MoU," said sefa CEO.

AIDC acting CEO Jameel Chand said the partnership was crucial to supporting the objectives of both organisations, and that the continent was looking at Gauteng to become "a hub for electric-vehicle manufacturing".

"We see organisations such as sefa as critical in supporting SMMES to grow the capacity to drive the automotive industry. The AIDC is excited to be in partnership with sefa to support SMMES," he added. Both parties are committed to establish direct development structure for SMMES & emerging contractors of the automotive & manufacturing industry. Through this partnership they will structure programs that include finance, training and business development.



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