



Automotive Industry Development Centre  
*Your partner in becoming globally competitive*

**For immediate release:**

### **AIDC and SEDA partners to develop manufacturing SMMEs**

**Pretoria, 02 February 2015:** The Small Enterprise Development Agency (Seda) and the Automotive Industry Development Centre (AIDC), have signed a Memorandum of Agreement (MoA) which allows both organisations to share resources, and for the AIDC to provide technical expertise to the beneficiaries of Seda's Supplier Development Programme (SDP) and Manufacturing Support Programme (MSP).

In this way, participating beneficiaries can benefit from improved business efficiency and productivity, reduced cost to supply, enhanced use of technology, improved quality of products and contribute to creating jobs, amongst others.

Seda has taken on the challenge of job creation in the SMME space, hence they partnered with the AIDC in order to take their mandate forward.

The AIDC is a subsidiary of the Gauteng Growth and Development Agency (GGDA), an entity owned by Gauteng Provincial Government's Department of Economic Development. It was established as a government support centre to increase the local automotive industry's global competitiveness and to promote Gauteng as the automotive industry investment destination of choice.

The AIDC has vast experience in Enterprise and Supplier Development programmes, and has worked closely with various tertiary and training institutions, international agencies such as the United Nations Industrial Development Organisation (UNIDO) and the Japan International Cooperation Agency (JICA), to develop and implement programmes addressing the needs of the local manufacturing industry.

The AIDC also specialises in supplier incubation programmes such as the Ford Incubation Centre, Winterveld Enterprise Hub. It is currently establishing an incubation hub at Nissan SA's plant in Rosslyn.

Speaking at the MoA signing ceremony, Dineshan Moodley, Executive for Industry Development at the AIDC, said that the AIDC was privileged to enter into an agreement with Seda. "Every government organisation wants to make an impact, and when two entities partner in a very

structured and organised method, we can create a mutually rewarding and fruitful relationship,” said Moodley. “Our key strength is developing the manufacturing sector. Both organisation share the same objectives and we believe that the AIDC’s tried-and-tested programmes can further supplement Seda’s offerings,” he added.

Seda’s Sibusiso Kunene, Executive Manager: Enterprise Development Division, noted that by formalising a relationship with the AIDC, he was confident that both organisations can make inroads to support our SMMEs. “We want to support SMMEs and help them to grow, hence we believe that strategic partnerships with organisations, such as the AIDC, can assist us to meet these goals,” Kunene explained. “By assisting our SMMEs to become more sustainable, we are also creating jobs,” he said.

AIDC CEO, Barlow Manilal, expressed his eagerness to the partnership which should result in socio-economic impact that exceeds the expectations of all parties.

As part of the partnership agreement, the AIDC will transfer skills and knowledge to both Seda practitioners and clients to ensure sustainability of these programmes, post implementation.

The signing of the MoA has effectively established a symbiotic relationship between the two organisations and will increase both organisation’s impact for the advancement of small enterprise development in South Africa.

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### **About the AIDC:**

From its humble beginnings in April 2000, the Automotive Industry Development Centre (AIDC) has evolved into a leading implementation agency within government, having pioneered numerous world-first automotive projects and being the recipient of several business accolades. It was established as a government support centre to increase the local automotive industry's global competitiveness and to promote Gauteng as the automotive industry investment destination of choice. Having met all of these objectives, the AIDC prides itself as a world-class organisation which specialises in Skills Developments and Training, Enterprise Development, Incubation Programmes, Management of Incentive Programmes, and offers state-of-the-art manufacturing support facilities. The organisation has expedited economic growth within the automotive sector by partnering with key stakeholders such as industry leaders, government, and non-government agencies, among others.

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### **About Seda:**

The Small Enterprise Development Agency (Seda) was established in December 2004, through the National Small Business Amendment Act, Act 29 of 2004.

**Its mandate is to:**

- Implement national government's small business strategy; and
- Design and implement a standard and common national delivery network that must uniformly apply throughout the Republic in respect of small enterprise development, integrating all government funded small enterprise support agencies across all tiers of government.

**Seda Vision:**

To be the Centre of Excellence for small enterprise development in South Africa.

**Seda Mission:**

To develop, support and promote small enterprises to ensure their growth and sustainability in co-ordination and partnership with other role players.

**Seda Goal:**

To ensure that the small enterprise sector grows and increases its contribution to sustainable and equitable social and economic development, employment and wealth creation.