



Economic Empowerment

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Industrial Development

Trade, Export & Investment

Financial Assistance

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the dti Agencies



Media Statements

the dti Assisting Companies Compete Globally and Increase Efficiency in Production Processes

2016-03-22

The success of the Workplace Challenge Programme (WPC), an initiative of the Department of Trade and Industry (the dti) will be measured by South African companies competing globally and increasing efficiency in production processes. This was said by the Deputy Director-General of Special Economic Zones and Economic Transformation at the dti, Mr Siphso Zikode.

Zikode was speaking during his site visits to the Gauteng-based beneficiaries of the Programme, [Kgallo](#) Cars and Training Centre, Legaci Laundry and Dry Cleaners, and All Cash Technologies today.

According to Zikode, the Programme, which is a productivity and competitiveness enhancement programme aimed at Small, Micro and Medium Enterprises in the manufacturing sector, has assisted and supported over 1 140 companies since 2003. He adds that it is important for the dti to come down and assess if the programme is really making an impact.

"We are excited to see that all the companies that we visited today are now doing things better because of the Programme. We need companies like these that will not only employ but train the youth to employ themselves and contribute to growing the economy. They also make sure that the development of capacity, productivity and competitiveness in the manufacturing sector is enhanced," adds Zikode.

Zikode highlighted that Treasury alone was not going to be able to address the economic challenges, but partnerships between all government departments and businesses would contribute to addressing these economic challenges.

The Chief Executive Office of Legaci Laundry and Dry Cleaners, Ms Dudu Mofokeng said with the help of the Workplace Challenge Programme, she hoped to be globally recognised and be able to compete at that level.

"Since joining the Workplace Challenge Programme, everyone in the company now understands the goal of the company and there is sense of ownership," added Mofokeng.

The Operations Director at AllCash Technologies, Mr Justin Fletcher also sang praises of the Workplace Challenge Programme. He said the immediate benefits of the programme includes improved communication with the staff, improved staff morale and attendance and positive attitude to change, all of which had led to increased productivity.

Through the Programme, the dti has been providing assistance in enhancing the productivity and competitiveness of firms and sectors to, not only survive the current economic down-turn, but also to compete in the global market and ensure high investment and employment security with economic growth. The Programme is administered and implemented by Productivity South Africa, with the dti as the funder.

The Programme includes training companies and their employees to adopt world-class productivity enhancement best practices, with a focus on products, processes and people. The main aim of the Programme is to improve productivity and competitiveness of South African firms and sectors through constructive workplace relations, improving workplace practices, facilitating the establishment of new manufacturing centres, and establishment of model companies to disseminate processes and lessons.





Deputy Director-General of Special Economic Zones and Economic Transformation at the dti, Mr Siphosiso Zikode with the Chief Executive Officer of a Pretoria East based Legaci Laundry and Dry Cleaners, Ms Dudu Mofokeng during a walkabout at her company premises.

Enquiries:
Sidwell Medupe-Departmental Spokesperson
Tel: (012) 394 1650
Mobile: 079 492 1774
E-mail: MSMedupe@thedti.gov.za
Issued by: The Department of Trade and Industry
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