

# Proudly SA to recognize Homegrown excellence

Proudly South African today unveiled the 'Homegrown Awards', a new initiative that celebrates the best Proudly South African companies and products and the people behind them. The annual awards programme, to be held for the first time this year, is presented in association with Wesbank and the Department of Trade and Industry.

Says Martin Feinstein, Proudly SA acting CEO, "This is a unique opportunity for Proudly South African members to be recognized and profiled as a Proudly South African achiever, in 10 prestigious categories. The new HOMEGROWN AWARDS have been introduced to shine the spotlight on Proudly South African member companies who are making a real contribution to the promotion of South African innovation, employment, exports and consumer choice."

Adjudicated by a representative panel of Proudly South African leaders from business, government, trade unions and the community, "Homegrown 2004" will provide a platform to showcase the best that South Africa has to offer at an awards ceremony in November.

The winning companies will receive widespread media coverage and a prestigious HOMEGROWN trophy to be presented at the awards event in November. The event will be attended by leaders from the business sector, government, labour and the wider community.

Ten prestigious categories, judged according to the size of the company have been created to encourage members to participate. In each category there will be two awards - one for an SME company (1-150 employees), and one for corporate companies (more than 150 employees).

The categories are:

- Company of the year
- Retailer of the year
- Employer of the year
- Service of the year
- Product of the year
- Exporter of the year
- Innovator of the year
- Marketer of the year
- Bridging the divide award
- Proudly South African employee of the year

PSA expects hundreds of member companies to enter the awards, with their entries illustrating a range of unique ways in

which companies are visibly embodying the principles of Proudly South African in their operations and activities - and in so doing demonstrate a commitment to local content, quality, fair labour practice and environmental responsibility in their approach to business.

The "Homegrown Awards 2004" initiative is being project managed by Sheryl Ozinsky, former Manager of Cape Town Tourism.

The closing date for entries is 5pm on Monday 18 October 2004.

For more information on each of the categories and how to enter, visit the Proudly South African Website:

<http://www.proudlysa.co.za/awards/2004.html>

For more, visit: <https://www.bizcommunity.com>