

PROGRAM DATE: 2017-03-30

PROGRAM NAME: WOMANITY – WOMEN IN UNITY

**GUEST NAME: MS JOAN MARIE LOUISE FUBBS – CHAIRPERSON PORTFOLIO
COMMITTEE ON TRADE & INDUSTRY**

SPEAKER	TRANSCRIPTION
DR. MALKA	Hello, I'm Dr. Amaleya Goneos-Malka, welcome to 'Womanity – Women in Unity'. The show that celebrates prominent and ordinary African Women's milestone achievements in their struggles for liberation, self-emancipation, human rights, democracy, racism, socio-economic class division and gender based violence.
DR. MALKA	Joining us on the line today is Ms Joan Marie Louise Fubbs who is a member of parliament currently serving as Chairperson of the Portfolio Committee on Trade and Industry; a role that she has held since 2004. On the academic side she holds a BA Honours in Clinical Psychology from the University of South Africa; an MSC in Development from the University of Witwatersrand and a post graduate degree in Economic Principles from London University. Additionally she is the Founder and current Chairperson of the Centre for Education in Economics and Finance Africa. Welcome to the show Ms. Fubbs.
MS FUBBS	Well thank you very much for inviting me it really is a great honour.
DR. MALKA	Ms Fubbs you head up a very important portfolio in South Africa that being Trade and Industry, can you please tell us a little bit more about the committee and the portfolio that you head?
MS FUBBS	Yes, thank you very much for giving me the opportunity. You know the main goal of trade and industry is in fact the acceleration of employment through re-industrialisation and trade, but strategic trade; trade that is in fact informed by industrialisation, small business development and other areas such as entrepreneurship and so on, indeed even services. So in the past trade guided everything, now we see the work we do in our own country as guiding the direction of who we will trade with and how we will trade with them and our priority now is Africa and we have an intra African trading priority, regional industrialisation and complimentary activities in Africa.
DR. MALKA	And that's quite a change because in the past a lot of our trade was outside of the parameters of the continent.
MS FUBBS	Very much so, I think South Africans didn't really see themselves as African; I know that sounds quite ironic. If you look at your traders in those days, 30 years ago and even 20 years ago, it reflected a trade outside of Africa and there were many reasons for that; the infrastructure, etc., which is why we have the Presidential Flagship Programmes of Infrastructure and so on to ensure that trading within our own continent and brothers and sisters becomes a lot easier. But of course the other aspect is that we're also, in the last 10 years in particular, emphasising the nature of broad based black economic empowerment and that is...it resonates very much within the African continent, so our trade, you can see, works very well. The Minister of Trade and Industry his counterparts, the officials and counterparts across Africa have a clear understanding that we need ourselves to raise, upgrade and develop Africa. We can get help from others but if we don't help each other we're not going to succeed, it won't be a sustainable plan because Africans know their continent better than others.
DR. MALKA	Can you tell us a little bit more in terms of what interventions are in place to make trade easier?

MS FUBBS	Well more recently we established the Africa Trade Investment, it has its own DDG with a direct focus on investment in Africa itself and prior to that it was preceded by of course the Investment Act which is a broad encompassing act which includes investments from all countries, but we did that first and then we actually established this focus on Africa, the actual division is an actual entity which will assist us and all those in Africa itself wishing to become greater exporters. In fact, very recently the Minister is...I think it's in the process of establishing three days of training for exporters, for those who see themselves as focussing on exports in whatever it is they do and I'm sure you know that exports aren't just what you and I see as exports as perhaps cement, trucks, etc., they can be even services and so on, so it's a very broad approach and they are now being trained, prospective exporters are going to be trained in various provinces to this particular end and I think that that's going to make a very big difference in South Africa itself and you know exporting is not easy, whether it's with your next door neighbour or further abroad. There's a lot of paperwork itself and that many don't understand in coming to terms with such papers for the first time and that often impedes what it is that they are doing itself. So I do think that that in itself will be a great help, the training, of course your big companies and corporates have whole divisions and lawyers who have the greater understanding of this but the Export Initiative is going to be far reaching in our own country because it is going to conduct a two-way export you know, it won't be one sided. I mentioned earlier on that we have a principle of complimentarity. The other issue is we're also in the process of working within Africa linking up with the African Bank, so that bank will deal directly with trade, it will focus on that and we do have people who work with trade and industry but who also are entrepreneurs in their own right so such people have been with the...say Nigeria, the east and west African regions in the economic field for some time and they will, like Mbali Ntuli for example, be working more closely with developing this bank because in the final analysis we need to fund ourselves. We can't always be relying on something coming from outside of Africa; it's become greatly reduced in any case in recent years.
DR. MALKA	True and it's not sustainable and I think to have a meaningful sustainable economy it's one that we have to generate ourselves.
MS FUBBS	Indeed we do.
DR. MALKA	So with the Export Initiative, that's one of the components and the trade and industry umbrella is enormously large; you've spoken briefly about services for instance, we've got products, we've got entrepreneurs and in the current vein one of the hopes from a radical economic transformation is about our small to medium enterprises....
MS FUBBS	...right....
DR. MALKAare there any specific programmes to help aid the small to medium enterprises and specifically in rural areas?
MS FUBBS	Well you know Ministers and DDG's is now this has got a particular ministry, a particular department. In the past trade and industry dealt with small business, small and medium business, but now it's got a whole new dedication from a minister and a department and she has gone out of her way in working directly with the provinces to ensure that it's not only a national, if you like, programme but that the provinces themselves assist with local governments in taking this to the people and making them aware. You know we've got organi...not organisations but entities such as Cedar that focus on the training for example, you've then got the smaller, what should I call it, development finance is made available through

	<p>smaller if you like, more micro entities where you're not looking for billions at this stage but you're looking at a hundred thousand; you're looking at fifty thousand just to get off the ground, you are for example capable of motor repairs shall we say, of making certain components but you need a particular piece of equipment and you don't have the funds to outlay on this capital equipment. Now fortunately in the government the economic cluster but in particular the trade and industry, the economic development and the small business have a very strong relationship with each other. I think knowing that you cannot work alone, for example even small business requires some of the grounds, manufacturing grounds that DTI offer you know the manufacturing incentives. You may be a very small one man band, with a very small operation but you're a manufacturer and small business may not be offering that but trade and industry does. On the other hand you may find that you're working; you're doing a very good job, you're producing goods but no matter what you do and no matter how you cut your costs, how you improve your efficiency, you're not able to compete; why not andwe've seen this coming out more and more perhaps under the financial sector but it operates in every sector I mean a few years ago it dealt with the bread crises. We have the Competition Commission and you will find when very small businesses who are incredibly efficient and really working long hours with the agreement of their workers, they're not able to become competitive because big boys have taken a decision, they'll all agree to trade in this price range, then you don't have a hope in hell if you don't have the capital to take a loss for a year or six months.</p>
DR. MALKA	So how do we help small businesses to effectively compete with the big boys?
MS FUBBS	<p>Well on the one hand yes, it's certainly upgrading their skills, on the other hand it's providing within the department, mentorship and not the mentorship perhaps the old fashioned lot, but the kind of mentorship you pick up at the end of the telephone where you know for example I've got Mr. X or Ms X as my mentor and you're able to get in touch such a person or unit and say look man I'm having a problem here, can you help? They may be able to help telephonically or come over to you or say you know what, we're actually we're putting together about you know half a dozen of you; please come up to Pretoria or please go down to somewhere you know in the eastern Cape or the northern Cape or wherever it is and we'll be there for two days on a workshop so you'll have someone on the spot who has that know-how and knows your particular industry or your business very well because they're working with you all the time and you're able to help them directly but a lot of this can be done at the end of the telephone. The other way of course are field workers, we often think that field workers within the agricultural sector that this can also and is occurring in the, if you like, other sectors, small business, trade and industry but particularly small business with co-ops with small businesses etc., when you do need someone on the ground as it were, a field worker, who can just come in there and assist you, so...</p>
DR. MALKA	<p>The key take out I'm getting from you is that there's an abundance of opportunities and more importantly that you've got opportunities to access the experts whether it's through mentorship, whether through its programmes that are being set up from a government perspective and there is this huge tremendous interlinking between departments so from a trade and industry to small business, to economic development, to links with African Bank to support things financially, that there is strong integration at play.</p>

MS FUBBS	Indeed there is. There truly are but you may often ask yourself so why aren't we getting anywhere, you know, if this is the case why aren't we at the forefront, why are we lagging behind?
DR. MALKA	Do you have answers to those questions?
MS FUBBS	Well I do have a couple because I think we are...we've identified this and we've realised that we do need this form of what can I call it, mentorship as I say but that was a very old fashioned word, it's more direct help at the end of a line. The other thing is knowing the biggest problem today is certain skills and sufficient capital, now and we talk...a lot of people will say oh look why are you throwing money at the job, it's not going to achieve anything. The reality is to purchase a small piece of equipment may cost at the very least a hundred thousand, you don't have that you see, you're a small entrepreneur. Now we also have to I think brief our people, you get some very small for example equipment machinery that produces certain things in India, it does it very effectively and you can operate if you like from the size of a garage, then of course you can get some of the larger equipment produced in Germany, Japan, probably China as well and America, we know and that needs huge premises, do you see the difference?
DR. MALKA	So it works on scale, looking at the scale of economies, looking at the scale of the facilities andbusinesses...
MS FUBBS	Well you can produce a scale of economies as we've seen in India, very effectively from the size of a garage but it's deciding when and where to place this. Let me give you what I'd call perhaps a simplified example, we're doing a lot of building of houses, RDP programmes all over and yet we buy our locks, we buy our nails, you can produce nails in a garage with a machine that is no bigger than a washing machine....and screws etc., that.....
DR. MALKA	...and that's a business in itself...
MS FUBBS	...yes, now if that was placed near, so if a local entrepreneur, if you were building this in Alex, you were building it in Thembisa, you follow?
DR. MALKA	Yes of course.
MS FUBBS	The local entrepreneur would be on the spot as a start producing it but we've got to change our outlook. South Africans need to change the way we think. We need to realise we can be entrepreneurs, we do need some assistance but that government needs to work with small entrepreneurs, the private sector; bigger companies need to work with the small boys so that you have a value chain which includes small entrepreneurs, co-ops as well as medium and big boys, that can work very effectively and in other places of the world they've shown it to work effectively but in South Africa we have had a culture of corporates you see, now they have their place make no mistake, corporates have their place; large companies but that's been our whole culture you see now we've also got to look at the racial issue where the majority of your population haven't been entrepreneurs and are coming into this in the last 30 years or so. So you've got to develop that culture, you've got to develop entrepreneurship but the Afrikaner for example, established huge co-ops which started as small co-ops because wine farmers couldn't cope and they got together, they established the biggest co-ops in the country you see. Now the same happens in Spain where they have huge manufacturers which started off as small co-ops; in Kenya the same thing but why doesn't it succeed here is the question and I'm not surprised; we've never had a culture of it, it is only recently that we're talking about broad based black economic you know empowerment. Up to now you worked for someone, you didn't work on your own; the people who worked on their own were on the roadside you see; they

weren't part of a formal economy so it's definitely we are doing our level best in trade and industry to bring all of the medium, the bigger boys in, but to work with small business to ensure that the Broad Based Black Economic Empowerment Act we passed assists them in developing and getting to a point where they can grow. You don't have to remain small for the rest of your life, you can move up but you need to move up with knowledge. We need to have many, many more little groups of people who get together in commercial activities, in commercial social activities so for example you have the...what can I call them...commercial...you know you have the Soweto Chamber of Commerce and this and that and the next thing, the Soweto Chamber of Commerce hasn't been going for 50 years it's being going for about 20 years. We need many more chambers of commerce in among these small entrepreneurs. We've got a manufacturer's circle which has found that they have really been able to assist each other, we need if you like, small business circles where people get together, discuss their challenges, share how they've resolved them and then also work with government and government working with..they get chaps, corporates; the bigger companies and persuading them to also work with smaller ones in purchasing so that they have a contract, not with an outside country to purchase X, but work to raise the standard of whatever is being produced by the small entrepreneur so that they can buy it. Now some of the bigger companies have what they call supplier you know training programmes because they know now that trade and industry is one of the I think most important decisions and policies was localisation and designation to designate a product and say you will only buy local here because we've got local people and bigger people are then saying wow, I see this is now a law, well..well we'll have to put in a training programme for our suppliers, now they've woken up a bit late but the fact of the matter is that is part of human nature, waking up late so they now decided right we can be part of this and they are doing this with smaller entrepreneurs. So it can work, we've seen it work in manufacturing, we've seen it work even in mining. Mining I believe is certainly making some progressive steps forward, one has seen the new you know sort of regulation and so on where there's an enlargement, that there are smaller mines here and we need to work together so that we can extract as much as we can and add value through this manufacturing chain along the way and every time you add value you employ more people, that is the name of the game, adding value. So when you look for a trading partner you look first and foremost where can we sell our value added goods? Europe has finally, finally woken up to that, Australia more recently realises ah, we need to buy value goods from them but we do agree that there is space still for raw minerals to go out of the country but not scrap metal. Now a lot of small entrepreneurs were dealing in scrap metal but...and producing things but they found that it was all being exported but I must say the Department of Economic Development through Minister Patel put the law in place and that has cut down the percentage that you can send out, in fact the Japanese don't allow any scrap metal to be exported, why not, because it takes less energy to use scrap metal than to use iron ore. So it makes sense, but we're waking up to this very, very late. I think the Industrial Parks that trade and industry have launched, re-launched, putting into areas and re-establishing them in areas where there's been a high, you know, unemployment rate where the local economic development is running at a deficit you put an industrial park there, you encourage some of the big boys to come in with the smaller ones and you ensure that the goods produced are designated for the most part and therefore government institutions will have to purchase them. So

	<p>every area that appears to have unemployment in high percentages for sure have got government departments, if it's not a police station it's a clinic, etc., you've got them there, it's a school, they need to purchase from industrial parks, the goods that are produced from there so you're then as trade and industry is doing it is target enormous funds to go into the re-development of these parks. Yes they're off...they got off to a bit of a slow start but now people realise they can work, so they're now coming in, so it's been very much government holding out a carrot before business comes into bite the carrot.</p>
DR. MALKA	<p>I think those are all important programmes and thanks for shedding light in terms of the re-industrialisation process, some of the strategic components between trade and small business development, how we can accelerate employment and the fact that there is a place for everyone in society irrespective of how small or how large you are and the benefits of legislation to ensure that laws are passed and to make life easier for some people and to ensure that we get the entrepreneurship and more importantly something that you raised was this shift in culture and mindset, which I think is something that's required in order to develop better thinking and more inclusion on what is possible.</p>
MS FUBBS	<p>I know that this is 'Womanyity –Women in Unity' and I...you know I thought to myself it probably sounds like we don't even include women in these programmes but...</p>
DR. MALKA	<p>Well you...when we look at this, for starters you're a woman, you are chairperson of this portfolio committee on trade and industry so within the 'Womanyity' vein we look at this from an aspect of the position that you've attained and if you could tell us more in terms of women's opportunities within this space and the positive legislation that's been passed; we've already spoken about Minister Zulu who heads up the department, but if you could give us a little bit more in terms of if there are specific opportunities for women?</p>
MS FUBBS	<p>Well indeed they are in the department as a whole it's totally 50/50 yes...oh sorry it's 49/50, one percent...</p>
DR. MALKA	<p>So we've got one percent to go.</p>
MS FUBBS	<p>Ja, which is the best department where that's concerned okay, ja we took them to task but what's one percent between friends, anyway, the other thing is SAWEN you know the South African Women Entrepreneurs, now that is going great guns and alright we don't have a deputy minister at the moment in trade and industry but when there was and one thing in particular Elizabeth.....when she was there and later of course we had Mesina who's now Mayor of you know, Ekurhuleni, he also carried on that programme but they were often taken overfares to show off their goods, everything from arts and crafts to very, very specialised pieces of equipment, perfumes etc., and of course designs. Now that all went all over and you know the other one which is probably for me even better is the Technikon Girls. Now the Technikon Girls was started by Deputy Minister Thebeto when she was there and basically those techno girls, because I do think first of all given the challenges, the internal, internal, within oneself that's from a woman's space such as lack of assertiveness etc., etc., that you need to get to women early, when they are girls and so to start the techno girls where they can participate at sort of 14/15 you know 13/14/15 where they need to identify projects and say right, this is how we're going to achieve this business and they do it themselves with right we need an X.....someone can do the financing and we can do, you know you're good at that and good at this and good at that and this is how we're putting it together and to draw up your advertising sort of the key principles and how you're going to launch it and draw a business plan up. Now that's no</p>

	mean achievement for girls.
DR. MALKA	No, those are skills for them to start their own businesses and be successful.
MS FUBBS	So you go into this and get somewhere, you know, that gives you a certain element of confidence. Yes I can, I can, because I noticed this challenge with women in the programme I run, the Centre for Education and Economics and Finance that the moment you're you'll be trying to bring in women, I said listen can you run your budget, you run the house right, well don't tell me you can't do this and you know all of our women who finally came into the course and they didn't...they felt they just couldn't cope with the maths, guess what they all passed the maths; now I can't say that for every man on the programme so what does it say? It says we're not you know the colloquial thing is no we're not a stupid as we think....
DR. MALKA	...its underestimating your ability....
MS FUBBS	...we underestimate our ability and the critical question has to be for a social psychologist is why? But we are very fortunate because a lot of men are beginning to also wake up because now I don't think you can do it on your own, I think there has to be an appreciation from the men about the value of women so I think that women do need to be appreciated, we are different to men and that's what makes it all so beautiful is the differences that we are on earth biologically but it would be a mistake to think that our mental attributes are inferior to that of men.
DR. MALKA	And whilst we're on the topic building female leadership capacity is vitally important for the future of women not only in South Africa but also across the continent; do you think that South Africa is ready for a woman president?
MS. FUBBS	You know South Africa will always be ready for a woman president and the reason I say that is because a long, long time ago it was made very clear by Oliver Tambo that a woman's place is not in the kitchen, a woman's place is in society as a whole. In fact every kitchen should be an equality kitchen, it needs to start in their youth and are we ready for a woman president, I think the mistake that we make always and it's most unfortunate that we make this mistake, is that we don't look at quality. I am happy and many women are happy to accept a woman or a man who has a certain set of qualities and the critical thing is not to mention a name before you have said today in South Africa what are the challenges that face us; identify them, try and obtain a consensus and then obtain consensus on the skills and qualities needed to address that and you may find that in a woman, you may find that in a man so it has to be an inclusive, we must have an inclusive society and therefore consideration of the presidency includes both men and women. If a woman has the qualities we need, then fine, she should be the president but what I don't want to see, I don't believe in pushing women for the sake of 50 percent, the first thing, or pushing women because hell it's time. I believe the critical point is do we have a woman with these qualities, if we do then fine, but don't put the cart before the horse.
DR. MALKA	Thank you for that answer. So we're looking at the needs of society with this particular type of role and the capabilities of an individual irrespective of gender to fulfil them. Ms Fubbs we are unfortunately running out of time, can I please....
MS FUBBSI know....
DR. MALKA	...ask you as we close out this show to share a few words of inspiration or words of wisdom that you would like to pass onto young girls and women in the continent who are listening to us today?

MS FUBBS	To young people, boys and girls, men and women, I think the message i would want to give is that we need to believe that we all have a covenant with life and that our whole DNA as boys and girls, men and women, male and female, if we are going to be the final custodians of this covenant with life, we have got to work together and recognise that each of us, each gender has something complimentary to offer the other gender and that alone males could destroy our world, alone women may not achieve as well as they wish to achieve because women are natural givers and women will always pick up a man, that is not necessarily the same as male culture. The male culture is for men to pick up men so we need to change that and to see each other as people first, let us work together to make South Africa a better place.
DR. MALKA	Thank you very much we appreciate you taking time out of your day to share your insights and particularly on the importance of trade and industry as a vital engine to drive the economy of the continent.
MS FUBBS	Well I really must thank you and Dr. Amaleya Goneous-Malka I'm certainly going to make a point of listening more to your programme. Thank you very much.
DR. MALKA	Thank you Ms Fubbs.
	PROGRAMME END