

## MCCI STAKEHOLDER PROGRAMME

Why should any business, organisation, corporation, etc. be associated with their local business chamber?

### Statistics on chamber membership:

- If a company shows that it is highly involved in its local chamber (for example: is visible at important functions, sponsor business linkage events, sits on the board, etc.), consumers are 15% more likely to think that its products stack up better than its competition.
- When consumers know that, for example, an insurance company is a member of the Chamber of Commerce, they are 44% more likely to consider buying insurance from it.
- When consumers know that a small business is a member of the Chamber of Commerce, they are 44% more likely to think favorably of it and 64% more likely to purchase goods or services from the company in the future.

### Stakeholder model for MCCI

Constituting a strong stakeholder group, which will be Strategic leaders to the Council regarding aspects that need to be addressed to make our area more beneficial to attract fundamental business development, investors as well as changes in current systems with the aim to enhance economic development on our area and the upliftment of our communities.

MCCI received 3 consecutive PMR Diamond Arrow Awards in the following categories:

- 2013: Outstanding - 1<sup>st</sup> overall: Achievers rated on their contribution to the economic growth and development of the Free State Province
- 2013: Companies / Institutions doing most for Black Economic Empowerment
- 2014: Achievers rated on their contribution to the economic growth and development of the Free State Province
- 2014: Excellent - 1<sup>st</sup> Overall: Companies / Institutions doing most to enhance and promote sustainable development
- 2015: Outstanding - 1<sup>st</sup> Overall: Achievers rated on their contribution to the economic growth and development of the Free State Province

### MCCI STAKEHOLDERS



2015:           Excellent - 1<sup>st</sup> Overall: Companies / Institutions doing most to enhance and promote sustainable development in the SMME sector

Through our achievements the MCCI shows that from the chamber's side we have been totally committed to the role we need to fulfill to bring about change in our province.

MCCI has proven that its involvement in and contributions to the economic development in the Province is being recognized and that we can only go from strength to strength.

**The MCCI Stakeholder Program is playing an invaluable role in achieving the above mentioned and I want to invite PMI in my personal capacity as president of the MCCI, for become of one of our strategic stakeholders.**

BUT, we will only be able to sustain and grow our business & community development objectives with the committed support of members and friends of the MCCI - in the Private & Public sector.

## Apart from their role in the achievement of the above-mentioned accolades the Stakeholders of the MCCI also serve as:

The STRATEGIC VEHICLE to guide the chamber on the best strategies for creating a much needed improvement in the business environment of the Metro & Free State and as many aspects as possible relating to uplifting of our area.

Being a stakeholder will give your company a seat on the Board of the MCCI or, if preferred, a leading position in a focus group (both is optional). It is from this platform that the Stakeholder can guide and influence the decisions of the board.

In the event of having **VIPs** visiting us; or **foreign and/or national delegations**; or any **special event**, stakeholders will get first option to meet with visiting emissaries, through attending a networking session with said delegates.

In 2016 the role of Stakeholders will be much more focused in their roles as representatives from different sectors, because of the following major thrusts the MCCI will embark on.

## The 5 main thrusts the MCCI will embark on this year:

- We have negotiated the services of a social media expert to keep our website, Facebook & Twitter pages up to date. No more outdated information and a FULL internet presence.
- The long awaited **Incubation Programme** - in collaboration with **distinguished partners**: locally (our stakeholders get first option), nationally and international role players. This will include training (through listed partners and members of the MCCI), practical & experiential training; placement through special funded projects and learner ships. Stakeholders in the different sectors will lead the MCCI's incubation programme. NB: This programme will also include an array of services to Co-operatives which have already started with a dedicated desk for co-operatives and SMMEs.
- **Advocacy Role**: The MCCI with the support of its strategic partners and members at large, will focus comprehensively on its role as being the advocate and voice for our members and our community. We will engage in discussions with local and provincial government to uncover challenges, opportunities and possible

solutions to create a continuous dialogue – the only way really make a difference in the economic growth and development of our province. We will set up meetings with high level officials and we need the strongest voice possible to make things happen.

- Contribute to saving our planet, starting at Mangaung through the implementation of:
  - x Creating and using green energy,
  - x “Grey” and recycled water
  - x Green building methods
  - x Alternative farming methods, e.g farming in a box.
  - x Waste to energy: biogas & biomas, and many more as new technologies are finding its place in the marketplace

Details from the Green Conference will be made available and the speakers, teams, companies will get the opportunity to address our members and our community on what they have to offer so that – within the next few months (before our second green conference) our members can experiment and that we have a large number of success stories coming next September/ October. Not just stories, but revelations!

- Import / Export: MCCI & members will have an **import, export & logistics lifeline**, starting in March 2016, in existing members as well as companies from PE and Gauteng that have joined us with the specific aim to solve the obstacles our members are facing and those already in the trade - and for other importers/exporters in the Free State:
  - x We want to engage and learn the problems that members (and other) have on an import & export level,
  - x We want to speak trade into Africa,
  - x Through our new affiliations we will be able to implement the full **cradle to grave solution** including trade finance and simplifying logistics, be it Ocean, Air & Road freight.

Then we will strengthen our relationship with the foundation for the development of Africa and members will have multiple opportunities to list their products on the organization’s site, which has visitors and buyers from all over the world.

## Exposure for stakeholders:

- Banners of stakeholders will be displayed on the Home Page of the MCCI’s Website. A click-through page (for each stakeholder) can be utilized to place information, invitations, new projects, support for existing programmes and more.
- Stakeholders can send information, newsletters, information on “special” programmes, etc. to MCCI to distribute to our database at no cost TWICE a month.
- A wall-banner will be made with the logos of all stakeholders and will be displayed at all events.

**NB: If a stakeholder has specific requirements or expectations for their special membership, please contact the president - Nancy de Sousa - and inform her about individual requests.**

## What will be the financial implications for the stakeholder?

- Stakeholder Members can decide if they want to pay a once-off stakeholder fee or if they want to contribute on a monthly basis.
- MCCI will **arrange and cover the costs** of a function for the stakeholder to present to an audience determined by the stakeholder. It can be in the form of a full business breakfast or Business Linkage events - depending on the Stakeholder Category. This is a very effective tool for networking and extremely popular. To get more information about this opportunity, please contact the president of MCCI directly.
- The remainder of the money will be applied to managing MCCI's operations, utilized towards training, development and mentoring programmes aimed at SMME's and other groupings or individuals.

## New stakeholder categories:

Below find the 4 stakeholder categories. The programme has also been adjusted this year for Stakeholders to split their contributions and indicate that certain percentages be allocated to one or more of the major thrusts of the MCCI.

**Category A: Main Strategic Partner:** R 60 000 per year OR R 5 000 per month

**Category B: Strategic Partner:** R 48 000 per year OR R 4 000 per month

**Category C: Strategic Partner:** R 36 000 per year OR R 3 000 per month

**Other: Stakeholder Partner:** Contribution and preferred allocation of funds to be determined by both parties.