

21 June 2019

FP&M SETA empowers local brand to reach the top

President Cyril Ramaphosa delivering his maiden state of the nation address emphasized (SONA) his admiration for local products and manufacturing, announced that his outfit; a suit, tie and shirt, were all locally produced by Cape Town based, House of Monatic.

The SONA is known as South Africa's road map where local and international citizens gain insight into the country's political, social and economic direction.

However, SONA is also known for the trendy, fashionable and sometimes lavish clothes worn by delegates. These garments are produced by some of the finest fashion houses in the world.

"This year, in and among the fashion heavy weights, a South African brand, took centre stage. This has made us really proud at the Fibre Processing and Manufacturing (FP&M) SETA, because the House of Monatic is our SETA partner," says CEO of FP&M SETA, Felling Yende.

Ramaphosa said South Africa would further invest in the local manufacturing industry to bolster the economy and increase job creation.

According to Statistics South Africa, the Manufacturing industry contributes 13% towards the country's Gross Domestic Product.

"We realise and appreciate that we have a role to play in developing young people to be future leaders that will drive the economic growth of our country, and look forward to sharing in many future successes," concludes Yende.

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