



PRESS RELEASE

For Immediate Release
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SOUTH AFRICAN UNITED BUSINESS CONFEDERATION (SAUBC) PARTNERS WITH HIRE ME TO BOOST DIGITAL VISIBILITY FOR SMME'S AND JOBSEEKERS IN INFORMAL AND FORMAL SECTORS.

Against the backdrop of the latest alarming unemployment stats SAUBC is proud to announce their engagement in a partnership with **HireMe** (Pty) Ltd. Approximately 7,2 million individuals in South Africa are jobless and an incredible extent is progressively getting debilitate to search for promising circumstances essentially highlights the obligation of our joblessness emergencies, states the SAUBC. The SAUBC has identified the need for everybody that has something to contribute to the economy to be visible and easy to find on the **HireMe** platform.

Many Township and Formal Sector SMME's have been forced to adapt or die in the face of the COVID Epidemic and the slow progress made by Government and Business in South Africa to actively address the issue, has led to a growing sense of hopelessness amongst South Africans. All in all, the number of liquidations increased by 18.9% in the first quarter of 2021 compared with the first quarter in 2020 (Stats SA). Unfortunately, SMME's have been affected the most.

SAUBC will be lobbying their own members and other good faith actors to participate in the marketing of their businesses on the platform at a nominal fee, making **HireMe** the most cost-effective marketing platform for skills and services. Marketing your business and skills is critical for SMME's to recover lost ground and to ensure sustainability. **HireMe** enables the small business community and individuals to have their own "mini website" advertising themselves.

"The SAUBC is resolute in its commitment to drive inclusive socio-economic transformation by providing impactful solutions for the eradication of poverty and social inequality" says George Sebelela SAUBC President.

According to Jaques Barnard, founding partner of **HireMe**, a unique South African small business, their objective is to help as many SMME's and Jobseekers in achieving a decent living through digital empowerment. They describe **HireMe** as a digital marketing platform of skills and services and not an employment agency. A platform that will enable connections between people and businesses across all sectors and geographical areas in South Africa.

By taking this first step the SAUBC wishes to challenge their Members, the various Associations, Corporates and Chambers to direct more of their CSI and Marketing spend towards enabling growth in the SMME market. SMME's will become key to growing the SA economy, through empowering people with digital tools to market their businesses, a first step has been taken. There might just be light at the end of the tunnel if the Formal and Informal Business Sectors put their heads together.



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What is SAUBC

South Africa United Business Confederation (SAUBC) is a non-profit & non-racial, business & economic federation that represents cross-cutting business interests in South Africa. SAUBC consists of members representing Export Councils, Industry Associations and Joint Groups (Business Chambers).

ECONOMIC PROFILE OF SAUBC

**ECONOMIC
FACT SHEET
OF SAUBC**

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BUSINESSES REPRESENTED

Joint Groups Members, Export Council Members & Industry Association Members

over **1.2M** BUSINESSES

OVER ONE POINT TWO MILLION BUSINESSES REPRESENTED

MEMBERSHIP NUMBERS

Joint Groups, Export Councils & Industry Associations

67

OVER SIXTY SIX MEMBER ORGANISATIONS

EMPLOYMENT CREATED

Total number of Employees employed

over **5.7** million employees

MEMBER EXPORTS

Total value of exports by SAUBC members

over **20 BILLION** worth in US Dollars

INDUSTRY SECTORS 04

SAUBC members represent all industry sectors.



