



SAAM SKEP ONS VOLHOUBARE WELVAART
TOGETHER WE CREATE SUSTAINABLE PROSPERITY

Value proposition

1. AHI background



The AHI is 'n multi-sectoral business organisation established as far back as 1942. Over the years the AHI has made an important contribution to the growth of the South African economy. Although the AHI comprises affiliated businesses, it is not a business, but rather a non-profit organisation with an annual budget

drawn from membership fees, corporate contributions and contributions by other funders.

One of the main objectives of the AHI is to make a sustainable contribution to the development and growth of the country's economy, in the interest of the broader South African community where the AHI has a presence. The AHI is committed to being an inclusive organisation which represents the entire diverse population.

The AHI is a respected organisation. The National Government, as well as organisations on the African continent and elsewhere hold the AHI in high esteem. In February 2016, the Department of Finance, for example, approached the AHI with a request to host the post-budget breakfast of Minister Pravin Gordhan. See the links below for more information on this kind of respect shown to the AHI:

- [Call for Proposals: External Evaluation of PEERS Programme](#)
- [TRIAS](#)

2. Value Proposition

The AHI offers a comprehensive value proposition to its members. This value proposition comprises tangible and intangible benefits



2.1 Credibility

- Exists for 74 years already as a stable and established organisation.
- Has a rich track record of visionary and committed leadership. Meet the [AHI Directors](#)



2.2 Extensive Membership Base

- Has a national footprint with representation in each province - a total of 108 business chambers with a membership ranging from small to several hundreds of businesses per Business Chamber.
- Has several influential corporate members which include:
 - ABSA, Auto & General; Exxaro, Media24/Naspers, Remgro, Sanlam, Santam, TSB and Vodacom, leading institutions in their own right, some of them being leading international role players.



- Has Business Partners, Eskom, Kumba and Telkom, among others, as [business members](#). This affords the AHI a direct say in some of these organisations.

2.3 Opportunities and Exposure



- The AHI is an extensive network comprising thousands of companies. [Members](#) can use this network to their advantage and for growth purposes.
- AHI membership offers free presence on and access to the AHI's National Web page by means of banners. This includes social media. Services, products and news events can be advertised here and be published to thousands of members countrywide for leads and business. See www.ahi.co.za

[Click here](#) for the full scope of benefits provided by the AHI website



- Access to [Africa Business Connect](#) – an e-platform of business networks in South Africa and access to business in the rest of Africa.
- [Exclusive advantages](#) offered to corporate members, for example, 33% discount on newspapers of Media24, and services and products from Sanlam. Additional benefits which will make a marked difference for members are currently being investigated.
- The AHI and its members jointly provide employment opportunities to hundreds of thousands of employees, making the AHI a force in the world of business and in the economy.
- Important access to the print media. This includes sound relationships with the Afrikaans and English print media (Die Burger, Beeld, Rapport, Volksblad, regional newspapers, and the Independent Media with all its titles).
- Access to a variety of television and radio stations, such as the SABC and independent media groups.
- Membership of the AHI provides certain marketing opportunities for members and constructive interaction with fellow members during workshops at local, [provincial](#) and national level: [AHIBlog](#) / [Expert Desk](#) / [AHI Membership Guide](#)

2.4 Source of Information and Support to Members

- Plays an [advocacy role](#) on behalf of members with regard to proposed legislation and other issues that affect members.
- Has an [Employers' Organisation](#) that offers specific benefits to members, including, among others, representation at the CCMA.
- Gives access to financing, especially to small enterprises at, for example, SEFA.
- Gives advice on [local economic development](#) and on the relationship between business chambers and local municipalities.
- [Entrepreneurship training and development](#) to existing and new entrepreneurs.
- Access to the experience, insight and knowledge of seasoned businessmen and women such as the Council of Trustees, which consists of former Presidents and representatives of corporate members.



- Has at its disposal the services and expertise of [Expert Desks](#) which members have access to. These desks offer advice, facilitate, provide information, provide inputs on behalf of members and provide expertise to members. All of this helps members to become more competitive and to more effectively fulfil their roles in their respective sectors.

Expert desks include:

- [Local Economic Development](#)
- [Tourism](#)
- [Legal matters](#)
- [Women's issues](#)
- [Projects](#)
- [Training](#)
- [Industry and Green Environment](#)
- [Small, Medium and Micro Enterprises](#)
- [Black Economic Empowerment](#), and
- [Trade Relations](#)

Click on any of the above desks to participate in the forum discussions.

2.5 Liaising and Strategic Positioning

- Maintain good relationships with Government, especially Treasury, the Department of Small Business Development, CoGTA, Public Works, the Department of Trade and Industry and Public Enterprises. The AHI has a formal agreement with CoGTA and SALGA. For more information on the AHI's relationship with CoGTA and SALGA: <http://www.netwerk24.com/sake/2013-06-18-ahi-kan-nou-in-dorpe-woeker>
- Is a member of good standing of Business Unity South Africa, through which it gains representation at Nedlac.
- Has a good relationship with sister organisations in South Africa, such as SACCI, Cape Regional Chamber of Commerce and Industry, NAFCOC and the Black Management Forum, Black Business Council and Fabcos.

2.6 Image-building and Marketing

- Holds an annual [National congress](#) for members, which is an excellent opportunity for networking and information.



Entrepreneurship programmes with Pravin Gordhan & Minister Lindiwe Zulu

- Provinces and business chambers present annual congresses and monthly network opportunities. Business chambers also present unique benefits in their respective towns and regions, such as joint marketing and bargaining.
- Presents an annual Nelson Mandela Memorial Lecture in December with all the leading business chambers participating and promoting one voice for business - to honour Madiba and to help promote business unity in South Africa. [See video here](#)

The AHI is recognized as a constructive and active agent in building an inclusive economy. See news clips at: [eNews](#); [SABC](#); [New Age](#); [georgeherald](#); [Fokus](#); [RSG Moneyweb](#); [Woordfees](#)



- The AHI's Entrepreneurship development programme is held in high esteem by other industry role players. Many young entrepreneurs are already benefiting from the AHI's entrepreneurship courses held countrywide - followed by a mentorship programme.

This is a golden opportunity for Corporate Institutions to become involved or to market their products and services. The National Development Plan (NDP) is wholeheartedly supported by the AHI. It provides an opportunity to take hands with other role players and the government with a view to creating a strong middle class. See links in this regard: [Entrepreneurs Development programme](#); [Entrepreneurial skills](#); [Naspers](#)

2.7 In Conclusion

"The above value proposition enables members to expand their footprint and influence nationally, provincially and at local level inside and outside of the AHI family."

The AHI welcomes involvement of other organisations sharing the same objectives. Our slogan remains "Together we create sustainable prosperity" in the best interest of South-Africa and all her people.



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