

**THE SOUTH AFRICAN MOBILE DEVICES DISTRIBUTORS AND REPAIRERS ASSOCIATION
(SAMDDRA)**

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MEDIA RELEASE

FOR IMMEDIATE RELEASE

SAMDDRA and industry partners support the Competition Commission of South Africa's Draft Guidelines on repair, service and maintenance aftermarkets and call for OEM partnerships to grow SMMEs and reduce consumer costs.

JOHANNESBURG, SOUTH AFRICA — The South African Mobile Devices Distributors and Repairers Association (SAMDDRA), together with its members and industry partners, today announced its support for the Competition Commission of South Africa's Draft Guidelines on repair, service and maintenance aftermarkets, published in August 2026 under section 79 of the Competition Act 89 of 1998, as amended. The declaration reflects a shared commitment to reshaping South Africa's electronics repair and distribution landscape, lowering costs for consumers, and opening greater commercial opportunities for Small, Medium and Micro Enterprises (SMMEs).

The Competition Commission's intervention is important for promoting fairness, transparency and a level playing field in the multi-billion-rand mobile computing device sector and related electronic goods markets. In support of this regulatory direction, SAMDDRA and local electronics stakeholders call on global Original Equipment Manufacturers (OEMs), including laptop, smartphone, tablet, electronic goods and wearable technology brands, to work proactively with South African industry participants to transform the market.

The collective initiative focuses on two critical pillars:

- **Urgent consumer and public relief:** Escalating device prices and restrictive distribution networks disproportionately affect working-class South Africans. SAMDDRA and local industry bodies call on OEMs to review pricing models, address anti-competitive bundling practices, and reduce barriers to affordable, high-quality mobile and electronic technology. Lowering these costs is essential for digital inclusion, online education, participation in the modern workforce and SMME development.
- **A call for strategic SMME partnerships:** SAMDDRA invites global OEMs to help build sustainable development pipelines for local SMMEs by integrating township and rural enterprises into formal value chains. This should include SAQA-accredited training, certified device repair networks, localised component sourcing and secondary retail distribution opportunities.

By cooperating with the Competition Commission, SAMDDRA and other industry stakeholders, and by investing in local enterprise development, global technology brands have a unique opportunity to move beyond exporting products and become genuine partners in South Africa's inclusive economic growth.

"Digital access is no longer a luxury; it is a basic economic right," said Mr Tyira, Chairperson of the Board of SAMDDRA. "We fully support the Competition Commission's efforts to address market distortions in the sector. However, regulatory compliance must be treated as the minimum standard. We invite global OEMs to work with us to lower consumer costs and deliberately empower South African SMMEs in the technology repair and retail sectors. Together, we can build a digital economy that excludes no one."

SAMDDRA and its industry partners stand ready to facilitate roundtable engagements between interested OEMs, local hardware technology start-ups and regulatory bodies to turn these objectives into practical economic programmes.

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