



SAMDDRA

South African Mobile Devices
Distributors and Repairers Association

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Johannesburg, 4th of February 2021 – The South African Mobile Devices Distributors and Repairers Association (SAMDDRA) is proud to officially launch on this day. In the technological industry driving most of the 4IR end users' interactions and transactions, there is an increased need for professionals to support socioeconomical and business activities. While the free market principles and competition seems to drive innovation and benefits to all in an industry that is thriving, there are indications that another perspective emerges from repair and support technicians and the general public user in this lucrative industry. As a professional body, SAMDDRA also seeks to introduce channels for effective inclusion of Previously Disadvantaged Individuals in the industry

While the story of data price is in the headlines every time, the activism for fair support and repair services is still a long way from headlines. Indeed, it is easy to point out to the few players in the market that offer data or voice related services but there is a myriad of individuals and companies offering support and repair services for devices, thus the difficulty of concentrating the target recipient of complaints. "As a platform born from the ICT SMME Chamber, SAMDDRA is entering this space as a non-regulatory professional body whose members are compelled to offer the highest standards of support and repair services to the public", says Managing Director, Mr. Mark Mpsa at SAMDDRA. The platform will also establish a support call centre for reporting good and bad service.

“We have received acknowledgment from a number of industry stakeholders like the MICT SETA, MOBICEL, PROCEL and some government entities in order to align both the required level of training, expertise and industry knowledge and components, thus galvanising the required skills, experience and resources that will drive the change into the industry in South Africa”, he explained.

In the coming months, SAMDDRA will announce its grading system in the form of professional designations in the industry for its members at a national level through a set of accreditation and certification criteria. The members will be expected to undergo a process of acquiring minimum standards of services. Interested individuals and companies can access more information from the website: www.samddra.org.za.

Advancing the mobile devices industry

BrandsEye (Businesstech, 2019) has published its South African Telecommunications Sentiment Index for 2019, showing that mobile subscribers, at large, are unhappy with their network providers; With the National Consumer Commission (NCC) constantly overwhelmed with complaints, many Consumers end up giving up as they don't have many alternatives. While the devices support and repairs fall in another category compared to data and voice services, the perception is the same for the lack of alternatives for help. SAMDDRA thus aims to advance the used electronic devices industry whilst fueling an economically independent youth and society. Mpasa highlighted: “SAMDDRA members will be offered membership plates at their place of business i.e. table, kiosks, workshops or shops so that members of the public can easily identify the service provider they are dealing with and then report to SAMDDRA whenever required.” The public should ensure they go to a SAMDDRA accredited member for electronic device repairs as a rigorous membership certification and accreditation process is undertaken by all SAMDDRA members.

Managing Director at SAMDDRA Mark Mpasa concluded: “If we are to fully realise the potential of the Fourth Industrial Revolution in South Africa, and accelerate socio-economic development devastated by Covid-19, technology is key to rebuilding small businesses and restarting the economy. Nearly 100% of those technology is accessed through Electronic Communication devices, which are of interest to SAMDDRA

members. Indeed, 4IR technologies can be a key enabler in solving inefficiencies in our life, as well as supporting income generation and productivity growth for many."

SAMDDRA and its membership will participate in building skills, enabling the acquisition of experience, connecting companies for business interests and transactions including Original Equipment Manufacturers, educate its membership and the public, thus influence the emergence of a new era of services and products delivery in the industry, to the benefit of its members and the public.

Issued on behalf of:

The South African Mobile Devices Distributors and Repairers Association (SAMDDRA)

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