



2023

MEMBER'S
Guide



AMD

**SOUTH AFRICAN
AEROSPACE MARITIME & DEFENCE
INDUSTRIES ASSOCIATION**





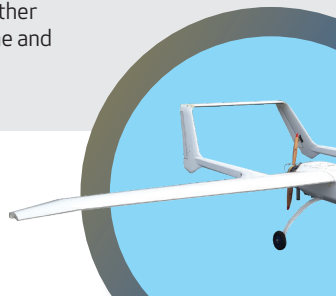


Value **PROPOSITION**

AMD is the South African Aerospace, Maritime and Defence Industries Association and has as its primary objective the representation of the industry in matters of mutual interest and the promotion of a profitable, sustainable and responsible industry.

AMD assists and provides guidance in harnessing the collective effort of the South African defence industry (SADI), as these companies play a key role in the acquisition supply chain. This ensures that its broad client base is offered cost-effective and sustainable solutions that meet the most stringent technical requirements, comparing well with or even exceeding international standards.

AMD member companies supply products and services to the Department of Defence (DOD), security agencies, government organisations and other contractors, both locally and internationally, in the aerospace, maritime and defence market place.





AMD Benefits

- **Special Rates at AAD**
- **Special Rates at AMD Organised Conferences, Seminars and Roundtables**
- **Automatic Membership to SAAMDEC for Exporters**

Through AMD/SAAMDEC you get to have access to the following:

- Bi-National Commissions
- Defence Committee Meetings
- Trade Missions
- International Exhibitions
- Presidential State Visits (incoming and outgoing)

As AMD/SAAMDEC we get to represent Industry in the following structures:

- **NDIC** (National Defence Industry Council)
- **DSCC** (Defence Sector Charter Council)
- **PPGI** (Public-Private Growth Initiative)
- **CAV** (Centurion Aerospace Village)
- **SANSA** (South African National Space Agency)
- Aerospace and Defence Masterplan





AMD *Benefits*



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Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

RELATIONS WITH THE DEPARTMENT OF TRADE AND INDUSTRY

AMD assists the dti with the identification of two international exhibitions per year for which the dti – through its EMIA scheme – sponsors SADI companies to participate in a national pavilion.



INTERNATIONAL MARKETING

AMD utilises its annual attendance of several international exhibitions to promote the SADI. AMD is in close contact with military and commercial attachés at South African Embassies / diplomatic missions throughout the world. Out-bound attachés are briefed and the AMD office supplies them, on request, with information on products / services available from AMD members.



defence

Department:
Defence
REPUBLIC OF SOUTH AFRICA

RELATIONS WITH THE DEPARTMENT OF DEFENCE (DOD)

AMD works closely with the DoD, especially Defence Foreign Relations, on matters of export support to the defence industry. This includes hosting international delegations and arranging visits of these delegations to the premises of AMD members.

AMD regularly briefs the Plenary Defence Staff Council on matters of mutual interest, thus conveying industry's position on policy matters to its main client, the SANDF.

Other **ADVANTAGES**

Through close relationships with the Department of International Relations and Cooperation (DIRCO) and the dti representatives on the Non-Proliferation Committee, the Directorate Conventional Arms Control (DCAC), and National Conventional Arms Control Committee (NCACC) Scrutiny Committee, AMD is in a position to give advice on arms control permit applications and country-specific information.

Through its internal networking AMD creates business development opportunities specifically for our smaller member companies AMD is invited to brief the Parliamentary Portfolio Committee on Defence at least once a year and regularly interacts with Parliament on issues involving the industry.

By co-hosting the biennial Africa Aerospace and Defence (AAD) exhibition AMD is in the unique position to not only offer discounts on exhibition rates to its members, but also to influence activities during the event.

AMD will assist Members with the organising of Member events/activities such as Golf Days, Product Launches and Demonstrations,

by ensuring that the correct and relevant people attend the events.

AMD has established and NCACC Task Team that deals, on an urgent basis, with issues affecting the speedy issuance of permits.

Through AMD sub-committees, such as the Manufacturing Committee, Space Committee, Innovation and Future Defence Committee and Export Committee, Members get to participate in areas that are of interest and benefit to them.

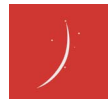
AMD works closely with the DoD in identifying and hosting international delegations during AAD and assists members in inviting these delegations to their stands and hospitality chalets.

AMD ensures that its members are invited to official functions and all major events during AAD.

AMD's promotional materials, notably the new and revamped AMD website and the SADID (defence industry directory), offer members additional channels to promote their services.



THANK You







AFB Waterkloof, Solomon
Mahlangu Drive, Centurion
(Entrance through Western
Gate - follow directions to
AAD Offices)

Tel: +27 (12) 752 5880

E-mail: info@amd.org.za | magda@amd.org.za

Website: www.amd.org.za

