



## CMEFS WEEKLY NEWSLETTER

FRIDAY 23-10-2020

Hello. I do hope that this week's edition of our newsletter finds you and your family as well as can be.

Covid-19 it seems has now forced certain issues which can only be of great benefit for all of us in the longer term.

The first of these that will be of particular interest for persons living in the greater Durban area will be the fact that the Verulam Driving Licence Testing Centre has launched a pilot project to streamline the booking process for the renewal of drivers' licences.

They have provided telephone numbers for the public to call in order to make a booking for their test, rather than stand in long queues in the hope of seeing someone before everyone goes home.

For those who might be interested, the numbers to call are 031 322 1771 and 031 322 1753 respectively.

I can only hope that this pilot project turns out to be a huge success and that it is then rolled out to all of the other testing centres country-wide.

I also hope that further progress will be made to allow the downloading of the necessary forms as well as confirming all the requirements via some sort of web access.

I know that right now most (if not all) of the companies with whom we place our clients' investments are able to do an online FIC check, thus circumventing the need to bring along original documents to virtually every appointment held.

If they can do this, then it can also certainly be done by both local and national government.

The second of these, **which represents a unique business opportunity**, is the development by the Ethekewini Municipality of a "buy local" app that encourages small businesses in the area to register their unique products or services on this app so they can be easily accessed by potential local buyers of these products or services.

Registration is open until the 15th of November (why the deadline?).

To register your product and service go to [www.durban.gov.za](http://www.durban.gov.za) and click on the #BuyLocal tab.

So if you are resident in the greater Durban area and would like to list your unique product or service, don't delay! The deadline is not very far away.

Speaking of buying local, in his recent speech President Cyril Ramaphosa asked that all of us, as South Africans, should take a second look at any product we might be buying to see where it might have been manufactured, with a view to supporting local business by buying "made in South Africa".

I don't know about you, but in my recent shopping expeditions following on from said speech, I did exactly that, with a view to "buying local", even if I had to pay a little more, and guess what, I could not.

It seems that EVERYTHING is now "made in China" so in the end I was forced to support the Chinese economy further, rather than our own.

I don't know if you know, but they do not have half the unemployment problem that we have, and doing so irritated me somewhat.

I realise that it is classical economic theory that each country should "do what it does best" in the interests of maximising efficiencies of scale, but that theory totally ignores the bigger picture.

This bigger picture being that there are also other considerations that need to be brought to bear and that not everything should be sacrificed upon the altar of "economic efficiency".

It's almost like saying that when each of us searches for a life partner we should apply our minds only to the contribution that this partner will make to our economic well-being over our lifetime, and nothing more than this.

We all know this is never the case, and if it were the case we would also be decidedly unhappier in ourselves than we might otherwise have been.

Having a "less than perfect" partner (what is perfect?) for our "less than perfect" selves brings along with it all of those other intangible and immeasurable benefits such as love, companionship, caring, learning, and personal growth amongst many other things.

The price we (and much of the world) have paid for our very narrow focus on this flawed classical economic theory is the joblessness and hunger, and co-incidentally lack of variety of choice, we now find ourselves with.

Yes, we may be able to buy that T-Shirt at a much lower price than a locally manufactured one, but at what cost?

And we do pay more than we think for it in the end, as the joblessness that has resulted has resulted in higher taxes, higher insurances premiums through an increase in the crime rate, the cost of personal security, deteriorating infrastructure (roads and the like) and worst of all, lives actually lost due to starvation, and deaths of despair through drug/alcohol abuse or suicide.

So my little new mission in life is to encourage the regrowth of local industry by buying local, knowing that the benefits of economy of scale are not actually benefits at all, but actually a curse foisted upon an unsuspecting populace through ignorance (in the most respectful sense of the word) and our good old friend, plain simply greed, where enough is never enough.

I recall watching a “docu movie” (is that the right thing to call it?) on the life of John Paul Getty who was the richest man in the world in his day, and when asked how much is enough, his immediate reply was “more”.

Buying local will also introduce much greater variety, and dare I say quality, in the items available for purchase, which is something I really miss.

There are so many things that are no longer available as the companies that made them no longer exist, having been steamrollered out of existence by cheap (and in most cases unfairly priced through heavy government subsidies) Chinese imports.

I have for example for years been looking for a replacement wire dishrack that has those little “ears” on the side that you could put your cups in upside down to dry.

They no longer make them and you basically have to take what’s provided, like it or not.

This too is one of the drawbacks of being “over-efficient” when it comes to economies of scale, as economies of scale can only work if you have **scale**. And to have scale you simply cannot have **variety**.

Hence ½ of what you own, persons in the UK own and persons in the US own, and elsewhere in the world, you will also find in our own home. (I see it on TV) Our choices have been that much restricted by these economies of scale. And of course, these things don’t last too long. How I miss that quality of years ago!

So again, I am going to make a point of continuing to look for “made in SA”, no matter how difficult this might be initially, if we persist, “made in SA” will follow, and so will the much-needed jobs.

This might sound trite, but jobs do not come out of nowhere.

You cannot “manufacture” jobs, but you can “manufacture” things, and when these things are manufactured, jobs follow.

So if for you leaving South Africa is not an option for whatever reason, then I would strongly encourage you to also take on the challenge to buy “made in SA”, and if you can’t find what you are looking for, bring it to the store manager’s attention.

They desperately want to do business with you, and if enough people ask them for “made in SA” goods, they will most definitely look harder than they are now looking to source these goods, and in so looking, create an opportunity for that entrepreneur out there who has been waiting for just such an opportunity.

Finally, please note that this is not an “anti-China” thing. Not at all. Rather it is a “pro-SA” thing.

The scales have just tipped too far the other way and it is time for us to put them back into balance. And a final finally.

Please. If you have not as yet downloaded the COVID Alert SA app from the Play Store or from Apple’s equivalent of the Play Store, please do so right away.

We are all watching the resurgence of the second wave of Covid-19 infections around the globe with its attendant premature deaths.

It is such a simple, yet powerful tool in preventing the spread of the virus.

I want to get rid of this mask and bin the hand sanitiser as soon as possible, and this is a sure-fire way to speed up this process – as well as to save lives.

Please ignore those idiots (I am sorry to be so direct but it is how I feel about them) who are finding five minutes of fame in decrying the app as an invasion of privacy and a security risk.

Bottom line is that not having the app exposes you to increased risk of contracting the virus (think about it, the more infected people there are the greater your chances of catching it) as well as increasing the risk of you passing it on to others, including your spouse and children.

Dying is bad enough, but there is now enough evidence to show that up to 1/3 of people who have recovered from it are continuing to suffer debilitating symptoms long after having done so. So just don’t get it and do your bit. Please.

I trust you enjoyed the read. Nine sends love and thoughts to all, as always.

Until next time then, from all of us at CMEFS, do take good care of yourselves. Kind regards.  
Charles.

Name	Division	Cell Number	Detail
Alicia	Wealth	063 434 8074	Learner. Servicing attaching to the following classes of business. Investment Accounts, Tax Free Savings Accounts, Retirement Annuities, Living Annuities, Pension and Provident Preservation Funds, Endowments.
Andrew	Wealth	063 321 7399	Intern. New business and servicing. Medical Aids & GAP Cover. In the process of migrating across to the Wealth Division.
Andrisha	Wealth	063 378 1473	Representative. New business. Investment Accounts, Tax Free Savings Accounts, Retirement Annuities, Living Annuities, Pension and Provident Preservation Funds, Endowments.
Bernelee	Tax	078 708 4536	Administrator providing admin support to Geraldine and understudy to Geraldine.
Brady	Wealth	071 843 3933	Representative. New business. Investment Accounts, Tax Free Savings Accounts, Retirement Annuities, Living Annuities, Pension and Provident Preservation Funds, Endowments.
Felicia	Risk	071 880 9576	Learner. Servicing attaching to Short-Term insurance, assisting Stella. Starting to obtain some exposure to Medical Aids, GAP Cover and Life Insurance.
Geraldine	Tax	083 754 1699	Head of tax division.
Jamie	Wealth	071 850 1389	Learner. Core responsibility being to produce and send out the monthly investment statements and to handle any queries connected to them. Satellite responsibility to assist where possible in the Wealth Division.
Luh	Bookkeeping	063 102 3313	Head of Bookkeeping Division. Professional Accountant (SA) SAIPA 30345
Nadean	Tax	063 026 1351	Intern. Administrator providing admin support to Bernelee and understudy to Bernelee.
Siso	Risk	060 376 6605	Learner. Starting to obtain some exposure to Short-Term insurance Medical Aids, GAP Cover and Life Insurance.
Stella	Risk	078 784 6462	Head of Short-Term Insurance Division.
Terisha	Books	071 858 3373	Intern. Bookkeeping Division. Data Capture and other functions relating to the bookkeeping Division.
Thabo	Risk	078 004 3864	Learner. Starting to obtain some exposure to Short-Term insurance Medical Aids, GAP Cover and Life Insurance.