



MEDIA RELEASE: BIDVEST GROUP LIMITED

BIDVEST ANNOUNCES PARTNERSHIP WITH SASCOC AS OPEX RELAUNCHES

“Excellence is a principle that we live every day at Bidvest. Across the Group, we continually think about the notion of excellence. Our view is not to look ‘next door’ but it’s more about competing against oneself. It’s about beating your last achievement and record! It’s about doing your best and doing better today than you did yesterday!”

Mpumi Madisa, Bidvest Chief executive

Johannesburg, 12 May 2023: The Bidvest Group has joined the African Sports Confederation and Olympic Committee (SASCOC) as the official partner for Team South Africa, and with it comes the relaunch of its Operation Excellence programme, effective immediately.

The renamed Bidvest Operation Excellence (Bidvest OPEX) programme is aimed at supporting athletes with the potential to qualify for world events at the highest level in multi-sporting codes.

The R66 million being provided by Bidvest will be directed toward the multi-faceted support needed by South African athletes in their Olympic and Paralympic Games preparation for both Paris 2024 and Los Angeles 2028, as well as other leading international sporting events.

Speaking at the launch event, Bidvest Group Chief executive, Mpumi Madisa, said, “This partnership has deep resonance across our Group, where we continually train and develop new young talent and promote operating excellence within all Bidvest companies. There is also significance for us in SASCOC’s ambitions of inclusion and diversity in supporting, promoting and developing South Africa’s sportsmen and women.”

The Bidvest OPEX programme consists of **three tier** parallel phases, which will receive the funding support:

1. **A focus on funding elite athletes** (who are the podium-potential medallists where performance success, specifically for next year’s Olympic Games in Paris, is anticipated);
2. **Developing up-and-coming athletes** (supporting our nation’s developing sports people, specifically those getting ready for the Olympic Games in Los Angeles in 2028); and
3. **Finding new talent at grassroots levels.**

This third tier is particularly exciting for Bidvest, as it goes down to grassroot levels across the country and is where Bidvest, working with SASCOC and other partners, will support and develop young sports people who are unaware of their talent, at this early stage, to become future Olympians.

Athletes will benefit from Bidvest’s contribution by assistance with their living expenses, medical aid costs, transportation, access to training facilities, coaching and training fees, among many other important support services that sportsmen and women need when performing at an international level.

SASCOC President, Barry Hendricks, commented: “There is an undeniable link between funding of athletes and Olympic medals. Thanks to Bidvest for partnering with us on this journey, and while Paris is just around the corner in terms of an elite athlete’s preparation, it is a welcome cash injection, even if the full results will only be seen at Los Angeles in 2028. I want to thank Bidvest wholeheartedly for their commitment, and also thanks to the SASCOC Board and Management who have worked to get us into a position to benefit our athletes in the manner that we are able to now do.”

Mpumi Madisa said, “When we considered this partnership, our ultimate decision to participate was made because we recognise that sport is an amazing unifier. It cuts across all races, genders, geography, ethnicity and in South Africa, specifically, sport catalyses social cohesion, and breaks boundaries.”

Bidvest was also attracted by the opportunity to participate in a programme that is not focused on only one sporting code. This partnership afforded Bidvest with a unique and rare chance to put the Bidvest brand behind not only soccer, rugby, cricket, but also netball, hockey, swimming, gymnastics, and the many other codes.

Mpumi Madisa added, “The third appeal for us was the ability to take inclusion in sport to a higher level and provide equal opportunity to athletes with disabilities. Our energy, financial resources and excitement are equally spread among the athletes’ preparations for both the Olympic and Paralympic events.”

SASCOC CEO, Nozipho Jafta concluded: “Thanks to Bidvest this funding partnership is going to change the lives of countless athletes and aspiring athletes. Paris 2024 is just around the corner. In fact, we are only 442 days away from the start of the Paris Games. The true results of this R66 million partnership will be felt at the 2028 Games in Los Angeles and beyond. But it has given every athlete hope and the comfort that they now have a financial blanket to be able to assist them as they work hard to fulfil their potential and dreams.”

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NOTE TO EDITORS

Bidvest is a leading South African services, trading and distribution group that encourages a performance-driven, decentralised business model that continuously seeks scale and growth. We empower the enterprises across our diverse areas of operation – Services International, Branded Products, Freight, Commercial Products, Services South Africa, Automotive and Financial Services – which acts as a remarkable catalyst for enduring value creation.