

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

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MEDIA RELEASE

FOR IMMEDIATE RELEASE

**SAMDDRA welcomes Competition Commissions final aftermarket Guidelines and
calls for OEM collaboration to make repair access work for South Africans.**

Johannesburg, 8 October 2026 — The South African Mobile Devices Distributors and Repairers Association (SAMDDRA) welcomes the Competition Commission of South Africa's final Guidelines on Repair, Service and Maintenance Aftermarkets, describing them as an important step towards a more competitive, accessible and inclusive electronics repair ecosystem in South Africa. The Competition Commission released the final Guidelines on 5 October 2026. They aim at promoting greater consumer choice and competition in repair, service and maintenance aftermarkets.

SAMDDRA believes that the publication of the final Guidelines should now be followed by a concerted effort by industry stakeholders to operationalise their principles in a practical and commercially sustainable manner. The association is therefore calling on original equipment manufacturers (OEMs), distributors, retailers, independent repairers and other market participants to engage constructively with the Competition Commission and one another to develop practical mechanisms that give effect to the Guidelines while protecting consumers, maintaining quality and supporting legitimate businesses.

From policy to practical implementation

For consumers, meaningful choice in the repair aftermarket must extend beyond the ability to select a repair provider. Independent repair businesses and SMMEs need reasonable and practical access to the resources required to provide safe, reliable and professional repair services.

SAMDDRA believes that implementation should therefore facilitate appropriate access to:

- genuine and appropriate spare parts and components;
- technical and repair information;
- diagnostic equipment, tools and software where appropriate;
- training and technical skills development;
- transparent and reasonable repair and service processes; and
- nationwide opportunities for capable independent repairers and SMMEs to participate in recognised repair ecosystems.

SAMDDRA believes that collaboration with OEMs is particularly important because manufacturers possess significant technical knowledge, systems and infrastructure that can help raise standards across the broader repair ecosystem in urban, semi-urban, rural areas and villages.

Collaboration is essential

Loyiso Tyira, Chairman of the Board of SAMDDRA, said the publication of the final Guidelines creates an opportunity for the industry to move beyond debate about the right to repair and focus on implementation. He indicates that *“SAMDDRA welcomes the final Guidelines and believes they provide an important foundation for a more competitive and inclusive electronics aftermarket in South Africa. The next step is operationalisation. We are calling on OEMs to work with the Competition Commission, SAMDDRA and other industry stakeholders to develop practical mechanisms that enable consumers to access quality repairs while allowing legitimate South African repair businesses and SMMEs to participate meaningfully in the aftermarket.”*

Tyira stated that SAMDDRA's position is not about setting OEMs and independent repairers against one another: *“This should not be viewed as an adversarial relationship between manufacturers and independent repairers. There is an opportunity to build a collaborative ecosystem in which OEMs can protect their brands and quality standards, consumers can make informed choices, and qualified local repair businesses can operate within a fair and transparent market. Collaboration will be critical to achieving that balance.”*

Building a stronger South African repair ecosystem

SAMDDRA believes the implementation of the final Guidelines can contribute to a more professional and sustainable repair industry while supporting South Africa's SMME and skills-development objectives that are also inclusive of previously disadvantaged individuals, youth, women and people with disabilities.

The association represents a sector in which smaller businesses and independent technicians play an important role in providing consumers with access to device repair and maintenance services. SAMDDRA's stated objectives include promoting professional standards, service excellence, ethical conduct and the interests of businesses and professionals operating in the mobile-device industry.

The organisation also supports skills development, certification, accreditation and improved access to electronic components and repair-centre networks as part of building a more trusted mobile device industry. SAMDDRA believes that effective implementation of the Guidelines can help create a market where:

- consumers have greater choice in how and where their devices are repaired;
- repair costs can become more competitive;
- qualified local businesses have greater opportunities to participate in the aftermarket;
- technical skills and enterprise development can be expanded;
- manufacturers can maintain appropriate quality, safety and brand standards; and
- devices can remain in use for longer, supporting more sustainable consumption.

SAMDDRA calls for an implementation dialogue with OEMs

SAMDDRA is calling on OEMs and other industry stakeholders to engage proactively on the practical implementation of the Competition Commission's final Guidelines. The association proposes that industry engagement should focus on developing clear, transparent and workable processes around access to parts, technical information, diagnostic resources, training, repair standards and other elements necessary for a functioning aftermarket. SAMDDRA is ready to participate in such discussions and to contribute the experience of South Africa's independent repair and distribution sector.

Tyira added:

“SAMDDRA stands ready to be part of the solution. We believe that South Africa can build an aftermarket that combines consumer choice with professional standards, supports local enterprise and recognises the legitimate interests of OEMs. The final Guidelines give stakeholders a framework. Now we need to work together to make that framework work on the ground.”

SAMDDRA believes that constructive engagement between the Competition Commission, OEMs, independent repairers, distributors, retailers and other stakeholders can help translate the Guidelines into tangible benefits for South African consumers and businesses.

The association therefore calls on OEMs to open a structured dialogue with SAMDDRA and relevant stakeholders on operationalising the final Guidelines and on developing practical pathways for greater participation by capable South African repair businesses and SMMEs.

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