



ALEX YOUTHS
SAVOUR NEW
OPPORTUNITIES

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The Rewards of Relationship-building

“It’s not what you know, it’s who you know” is an often quoted saying, which is used cynically to suggest that someone has attained professional success through contacts rather than expertise. However, cynicism aside, the saying also reflects a truism about small business. No matter how skilled they are or how excellent their products or services, entrepreneurs cannot thrive in a vacuum. To succeed, they must build relationships with customers, suppliers, markets, financial institutions, industry bodies, consultants, regulators and a whole host of others who may be a source of income, funding, guidance, training or whatever other needs they may have.

Seda plays a crucial role in this process. Understandably, we seek to quantify our impact on customer success through measurables - the number of training courses provided, the percentage increase in turnover or jobs created after Seda interventions, the amount of finance secured after referral by Seda to a funding institution, and so on.

As rewarding as these figures may be, they do not tell the whole story of Seda and what we do. In fact, the measurables are sometimes just the tip of the iceberg. Often, Seda can have immeasurable impact on an entrepreneur’s success simply through introducing them to someone else and starting a relationship that ultimately brings great rewards.

In this edition of Imbadu, we feature a range of stories that reflect the broad and often intangible benefits of relationship-building through Seda activities, events and interventions. For example, the Rand Show and Botswana SMME Fair articles, where the Seda-sponsored exhibitors didn’t just get to make sales at the expo, but also met potential long-term customers. Or the Public Sector SMME Payment Assistance Hotline story, which outlines how the Hotline is building better and smoother relationships between small enterprises and customers in the public sector.

We also have news of the Seda Disability event in Limpopo and the Youth event in Alexandra, which brought together specific groups of entrepreneurs with various agencies and public entities who can assist them to achieve success.

In all of these cases, the impact and benefits of the Seda intervention will be felt long after the event has finished. Introducing our entrepreneurs to customers and other role players was merely the launch pad for a long-term and rewarding relationship-building process.

Our feature story for this edition brings tremendous news for all entrepreneurs. The Seda Business Plan Competition will benefit everybody who enters and participates, through training, business simulations and other activities. For the provincial and national winners, there is the extra incentive of fantastic prizes on offer. So be sure to check out the details and submit your entries on time.

As we move forward towards Seda’s goal of developing thriving, empowered, sustainable small enterprises, let’s keep striving to improve the measurable indicators of our success. But let’s also remember that Seda’s work has benefits which cannot be quantified by figures alone.

Editorial Team



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Alex youths savour NEW OPPORTUNITIES

Alexandra, situated on the banks of the Jukskei River in north-east Johannesburg, is one of the poorest urban areas in South Africa. Poverty and unemployment affect most of the area's half a million residents - a dire situation and stark counterpoint to the ostentatious wealth of neighbouring Sandton, the economic heartland of Joburg's wealthy northern suburbs.

The prospects are particularly grim for school leavers who lack either the grades or the funds to continue their education. This group is in urgent need of assistance and Seda, along with other stakeholders, responded via the Alexandra Parliamentary Constituency Outreach Programme held on 7 June 2011. The programme consisted of a workshop titled **"Opportunities for Unemployed Matriculated Youth"** which was attended by 215 Alex residents.

During the workshop, Seda and other role players made presentations to attendees about the type of business assistance that is offered by the various entities. These included the Department of Trade and Industry (dti), the National Youth Development Agency (NYDA), Khula which facilitates access to finance for SMMEs, the National Empowerment Fund (NEF) and the Gauteng Enterprise Propeller (GEP).

Presentations focused on job creation, job opportunities, consumer awareness, creating a platform for information distribution and on how people can access free information, vital for small medium enterprise development, towards sustainable job creation.

Seda was represented by Training Specialist Puleng Thamae who presented an overview of Seda and the services it offers, and Incubation Project Officer Justine Mogashoa whose presentation

focused on the features and benefits of the Seda technology programme (Stp) and its three pillars of Incubation, Technology Transfer and Quality.

"It was both pleasing and alarming to see such a large turnout on a weekday," explains Justine Mogashoa. "Alarming because it highlights the scale of the economic problems in Alex, but pleasing because it demonstrates that people are willing and proactive in tackling the problems they face. While there were demands for jobs from some frustrated youths, there was also a lot of interest in assistance that is available for entrepreneurs. For many of the attendees, this was the first time they had heard of Seda and our services."

There is currently no Seda branch in Alexandra and the nearest incubation centre is at Midrand. Nevertheless, Mogashoa received more than half a dozen applications for assistance by the Stp programme.

"The June 7 workshop was focused on the youth as it took place a week before Youth Day. However, it was just the first in a series of three workshops in Alexandra. Follow-up workshops will be held for entrepreneurs and the general public during July," adds Mogashoa. "Based on the response to our presentations, there is an urgent need for Seda services in Alexandra."

Keep an eye out for follow-up reports on the Alexandra Parliamentary Constituency Outreach Community Programme in future editions of **Imbadu**.



Puleng Thamae, Training Specialist from Seda Tshwane branch and Justine Mogashoa, Regional Project Officer; Incubation under the Seda technology programme, presenting to the youth in Alexandra township



Entrepreneurs thrive on RAND SHOW BOOM

The annual Rand Easter Show used to be the largest consumer exhibition in the world outside of the United States, with annual attendances of more than 175 000 visitors. Attendance declined in the early 2000s until a change in management rejuvenated the Rand Show in 2009. Today, it has again become a “must do” on the Johannesburg social calendar - and 20 Seda customers reaped the benefits, exhibiting their wares throughout the eleven days of the show.

Seda sponsored the exhibition stand space for the twenty small enterprises, and also supplied marketing brochures with details of each company’s products. This covered a wide range of sectors, from arts & crafts to food, clothing, jewellery, accessories like handbags and belts, carpets, even roofing and inflatable boats.

The aim was to give these ambitious entrepreneurs exposure to thousands of potential new customers, and all agreed that it was a very rewarding experience. Nkwe Semenya represented Tshwelelane Bakery, a co-op of five members in Ivory Park, and was thrilled at the opportunity to market to the throngs of Rand Show visitors. “We brought R1000 worth of stock to the show each day and sold the whole lot!” beams Nkwe. “We also secured an agreement with a new customer who will regularly be buying cakes and scones from us.”

David Mthetwa is one of five members of the Rossdav co-op in Pretoria, which manufactures leather bags, accessories and motor trimming. It’s the first time Rossdav have exhibited and, although their total sales of R16 000 were below their expectations, Mthetwa adds, “We made several contacts and managed to secure two new clients, which bodes well for our growth as a company.”

Another first-time exhibitor was Tswelopele Progressive, a Soshanguve co-op which manufactures and installs roofing. Representative Sebolelo Diale realised that exhibiting would not result in many direct sales during the show but rather in meeting potential new clients. “We received six enquiries from interested parties and are currently negotiating with them. One sale has been finalised and the new business will help our goal of expanding to at least one more province in the next year,” confirms Diale.

Violet Mahlangu of the Thandabantu co-op in Pretoria was another happy exhibitor who secured longer-term sales.

“We made around R35 000 from sales of our bedding and curtain products during the Rand Show,” says Mahlangu, “But the best part was meeting a new customer from the Vaal Triangle who has awarded us a R100 000 contract.”

Some of the exhibitors were seasoned veterans of trade shows. Sammy Botolo of Phedisanang herbal products co-op have exhibited their products in Pretoria, Italy and Manchester, England, with Seda support. “We made R9 000 profit and got several new trade leads during the show,” says Sammy. “Seda is also helping us to register our trademark and have our products certified by the SABS. So a big thanks to Seda for all their support.”

Bolepu Mathabatha of Peu ya Lefatshe co-op is another experienced campaigner, having attended trade shows in Senegal and Kenya to exhibit their range of crafts using recycled and natural materials. According to him, the Rand Show experience was special. “We made R11 000 in direct sales, but the icing on the cake was when the Minister of Arts and Culture, Paul Mashatile, visited our stand - we even got newspaper coverage from it!”

To give added value to the Rand Show opportunity, Seda also hosted a pre-event workshop for all exhibitors, to provide guidance on how to exhibit effectively. “This was very helpful to us and we also used the show to gather valuable feedback from customers about our product range,” confirms Siphwe Zikalala of Khaya Jewellery Cooperative. “This has given us some fresh ideas moving forward.”

Seda rounded off the Rand Show project by hosting a post-event workshop to share experiences and discuss lessons learnt. Clearly, Bolepu Mathabatha took these lessons to heart. Subsequent to the Rand Show, his company Peu ya Lefatshe scooped the R70 000 prize for “Best Exhibitor” at an international cooperative celebration for crafters held in East London.

Some of the SMME products that were exhibited at the show



Seda enables ENTREPRENEURS with DISABILITIES

It is estimated that around one in every twenty South Africans is living with a disability of some form. As harsh as the widespread poverty and unemployment may be for able-bodied South Africans, the effects on those living with disabilities are even worse. A study of hearing-impaired South Africans, for example, revealed that more than half are illiterate, unemployed and living in informal settlements.

While there is limited assistance available for people with disabilities in the larger cities, resources are scarce in the rural areas of the country. To this end, Seda organised a “People Living With Disabilities Event” recently at the Community Hall in Nkowankowa near Tzaneen in Limpopo province.

The event was attended by 305 local residents, most of whom are living with disabilities, who came to receive information on Seda products and services, as well as business support from Seda stakeholders.

The event’s keynote address was delivered by Sharon Mohale of Seda Limpopo Marketing. Cornelius Machaka and Christina Makaringe of Seda’s Mopani branch also presented a talk, and further presentations were made by:

- Greater Tzaneen Municipality LED (Disability Desk - Headman Mkhari)
- Mopani District Municipality LED (Tourism - Tshepo Machipi)
- Limpopo Business Support Agency (LIBSA) (Makala Ramafalo)
- DEAFSA Polokwane (Phillipine Meso)

People living with disabilities weren’t just at the event to listen but also to play an active role in the day’s activities. Ben Nkwini, an entrepreneur living with a disability, was the motivational speaker for the event, and spirited entertainment was provided by musicians Ernie Nkuna and Fanie M, both of whom have disabilities.

“The attendees were most interested in the presentations and we fielded many questions afterwards,” explains Sharon Mohale. “One of the key issues was the introduction of the new Companies Act and what effect this will have on existing as well as new business registrations and operation. A follow-up awareness session on the new Act will be helpful to entrepreneurs living with disabilities in Limpopo province,” concludes Mohale.

Since the event, and as a follow-up to ensure ongoing enterprise development, Seda has conducted business needs assessments of more than 20 co-operatives with disabled members. As a result of these assessments, training for 20 co-op members with disabilities has commenced.

Further interventions include broadening training to other co-operatives and members, assisting co-ops to register and thus formalise their businesses, and helping co-ops to develop business plans which will be used to access finance. The ultimate aim is to turn what were once informal businesses, with very limited access to funds and few prospects, into recognised, thriving and sustainable companies.



Delegates who participated at the People Living With Disabilities Event took every opportunity to find out more about Seda offerings





Seda launches NATIONAL BUSINESS PLAN COMPETITION



October will see the launch of the first-ever Seda national business plan competition to stimulate and strengthen the spirit of enterprise among young South Africans.

The competition is named “Small Business Stars - Seda National Business Plan Competition”. A national launch for the project will be held in mid-October 2011, accompanied by major media coverage, and followed by nine provincial launches to inform aspiring entrants of the opportunities provided by the competition.

The project is targeting up to 8 000 dynamic and ambitious entrepreneurs from all provinces in the country. Forty Seda branches as well as a number of Stp incubators will be used as the points of contact for the competition. Applicants will apply through the nearest centre, and will be taken through a skills development and evaluation process which will result in the applicants producing their own business plan.

The tender to run the competition was awarded to the South African Institute for Entrepreneurship (SAIE), in partnership with Traction, a specialist SMME development consultancy.

The completed plan will form the basis for the first phase of online adjudication, which will narrow the field down to a shortlist of contenders for the Provincial finals. These provincial finalists will present their proposal to a panel of judges, from which provincial winners and runners-up will be selected. Nine Provincial awards ceremonies will be held in mid-January 2012, involving prominent local government and business leaders.

A National judging panel will be convened in mid-February 2012, and will be responsible for selecting the the national competition winners. The final awards ceremony is expected to be held in early March 2012, at which the top entrepreneurs will be honoured for their achievements.

The overall winner will receive R50,000, with others receiving R10,000 each, along with laptops, software, business books, business support vouchers and other prizes. In addition, winners will be eligible to apply for four business development programmes with Raizcorp, worth R250,000 each.

This competition will lay strong emphasis on business skills development as part of the process. All applicants will participate in a one day business simulation game developed by SAIE. Known as the BEST Game, this has been used in over 75 different countries and translated into more than 14 languages. The game provides unique insights into how business works, as well as revealing the character of the participants while facing the pressure of making their business succeed.

These BEST Game sessions will be conducted in the Seda branches during October and November and facilitated by selected Seda branch personnel or service providers. The facilitators will form provincial groups and will receive training during September to facilitate the BEST Game. They will also be equipped with evaluation

guidelines to help them to identify applicants with a strong aptitude for business. Facilitators will rate the applicants according to their performance in the game, and these scores will be carried through and integrated with the results of the business plan adjudication.

As the competition develops, participants will be given opportunities to grow and hone their business skills. International studies have shown that business plan competitions play a significant role in strengthening entrepreneurial activity, and business owners who have been through such competitions perform better than those who haven't.

Funding agencies will also be involved in the programme, opening access to finance for entrepreneurs whose business is at the appropriate stage. Those who require funding will be directed to the appropriate agency during the competition.

This will be the largest business plan competition in Africa, and among the biggest in the world. It is Seda's flagship project for the year, and the extensive media coverage will provide opportunities for sponsors to link their brand to the strong Seda brand. With the heightened awareness of the critical importance of entrepreneurship and enterprise development for our future economic prosperity, this competition will play a crucial role in launching a new generation of entrepreneurs.

TRAINING DETAILS FOR BRANCH FACILITATORS

A three-day programme has been planned to cover the following material:

- Day 1:** Introduction to the competition
Introduction to the Assessment Tool
- Day 2:** BEST game training
- Day 3:** Demonstration by participants of how they facilitate the BEST game.

DATES AND TIMES FOR FACILITATOR TRAINING:

- 19 - 21 September:** 4 provinces - Limpopo, Mpumalanga, Free State, Gauteng
- 26 - 28 September:** 2 provinces - North West Province, Eastern Cape
- 3 - 5 October:** 3 provinces - Northern Cape, KZN, Western Cape





Above:
Emandulo Pottery from Qwa-Qwa

Far Left:
Msizi Motors from Mpumalanga

De La Tumi Shoe Manufacturers from Limpopo

Left:
Tenikwa Wildlife and Rehabilitation Centre in the Western Cape



HOTLINE Enhances SMME CASH FLOW

Some business sectors adopt the stance that “cash is king”. For any small business owner, the logical extension of this saying is that “cash flow is king”. Since its launch in 2009, Seda’s Public Sector SMME Payment Assistance Hotline has helped literally hundreds of small business owners to eradicate payment backlogs from public sector or government customers, giving them the overdue funds to invest in and grow their businesses.

“The Public Finance Management Act stipulates that SMME companies should be paid within thirty days,” explains Seda Hotline Project Manager Manthule Ngoasheng. “However, due to a number of factors, this hasn’t always happened. As a result, small businesses can struggle to generate healthy cash flows. Seda’s mission is to develop, support and promote small enterprises to ensure their growth and sustainability. The Payment Assistance Hotline allows us to become aware of non-payment or late payment problems and then engage all role players to ensure payment of invoices.”

A brief glance at the numbers indicates the huge impact that the Hotline has had. In just two years, 23 583 calls have been received, of which 6 238 were logged as valid non-payment complaints. Of these, 3 704 have been resolved successfully. At least 379 companies have accordingly received payment, amounting to a total of almost R239 million. Four companies each had more than 200 outstanding invoices, and one had a staggering 744 invoices which have now been settled, thanks to the Hotline. A further 124 companies have been informed of why their invoices don’t comply with procurement requirements, and what needs to be done to facilitate compliance and payment.

Tshepo Mashigo of Fullmenu Catering is one happy Seda Hotline customer who sent us the following testimony:

“During the month of September 2010 we rendered our services... and we had not been paid till I called Seda in the first week of March 2011... On Friday the 1st of April 2011 we were paid and that felt good. I would like to thank Seda for this initiative which I feel needs to be advertised more in order for SMMEs to utilise the services.”

However, there is still much to be done: 406 companies are still waiting to be paid and more than R178 million is still outstanding. Seda is working tirelessly to clear this backlog. “Whether the delay lies with the public institution not following PFMA prescripts or with the service provider not complying with procurement requirements, our role is to assist in whatever way we can to expedite payment,” explains Ngoasheng. “A big part of that is ongoing education to raise awareness of processes and procedures, and to promote cooperation among all parties.”

If your small business has not received payment from a public sector or government institution, you can reach the SMME Payment Assistance Hotline on 0860 766 3729. Please ensure that you have the following information at hand when calling the Hotline:

- Your company name and banking details
- Details of the customer and contact person
- Invoice number, amount and date of submission
- Purchase order number



Call centre agents

THE BLIND leading the SIGHTED

One of the primary requirements for an organisation like Seda is the versatility to tailor its programmes and products to the requirements and special needs of users. Over the past year, Seda has partnered with the South African National Council for the Blind (SANCB) to assist small business owners who are visually impaired. While the project has brought great benefits to visually impaired entrepreneurs, it has also provided a valuable learning opportunity for Seda.

The joint venture started from a fact-finding meeting in May 2010, in which Seda and SANCB representatives got together to find out more about how each organisation is helping the visually impaired. As many of these people are unable to find formal sector employment and cannot subsist on the government grant alone, they turn to entrepreneurship and cooperatives to generate income. But with no formal training in how to run a sustainable business, the challenges are severe.

SANCB was already assisting members of three affiliated organisations: the National Association of Micro Enterprises for the Blind (NAMEB), South African Blind Youth Organisation (SABYO) and South African Blind Women in Action (SABWIA). There was obvious potential for Seda to assist further via its recognised and effective business training programmes, and the two organisations agreed on a partnership.

The Seda Basic Business Training programme was identified as the ideal vehicle for helping visually impaired entrepreneurs. The course consists of four modules:

- Dynamics of Small Business Management in South Africa
- Managing Your Money
- Marketing Your Business
- Basics of Selling

The course material was translated into Braille and workshops were held in all nine provinces. A total of 201 visually impaired learners attended as per the table below:

Province	Seda Branch	No. of learners
Free State	Seda- Mangaung	23
Kwazulu-Natal	Seda- Provincial Office	17
North-West	Seda-Dr Modiri Molema	23
Limpopo	Seda-Capricorn	19
Mpumalanga	Seda-Ehlanzeni	17
Northern Cape	Seda-Frances Baard	22
Eastern Cape	Seda-OR Tambo Seda-Nelson Mandela Bay	21 23
Western Cape	Seda-Belville	18
Gauteng	Seda-Tshwane	18

The first challenge in offering effective training became immediately apparent when many learners stated that they cannot read Braille. In addition, the diverse nature of visual impairment must also be considered as not all learners are blind. Some are able to see light to varying degrees, some can see colours, others can see motion, yet others only have partial use of one eye.

“Obviously, the methodology must be adapted for visually impaired learners,” explains Ambrose Makgwale, Specialist: Strategic Projects and Programmes. “Our facilitators chose to follow a highly oral approach with strong verbalisation, vocal skills, use of imagery and simulations. The learners clearly relished the interactive approach which included pairing them off in role-play exercises.”

While the learners were eagerly grasping the opportunity to gain business management skills, the facilitators were in turn going through their own learning curve to tailor the course for visually impaired users. Even basic considerations, like the need for an uncluttered classroom layout and the provision of water bottles so that learners don’t have to walk to the water coolers, were noted for inclusion in future courses. Although progress was slow and the courses took longer than expected to complete, it was an invaluable learning process that benefited all.

“We will be incorporating much more audio into future courses and implementing many other changes to make the material accessible and relevant to visually impaired learners. We realised that working with them is not as challenging as we first thought, and we look forward to further ventures with SANCB and the visually impaired community,” concludes Makgwale.



Learners participating in the workshop were keen to learn about Seda offerings and how to start and manage a business



Small **BUSINESS OWNERS** spread wings into **SADC**

For any small business owner, exporting offers exciting new opportunities to expand and grow their business. The lucrative markets of North America, Europe and Asia are seen as the first prize but there are also many export opportunities in our own SADC backyard.

Five entrepreneurs from Limpopo and North West provinces realised the goal of showcasing their products to SADC markets when Seda support enabled them to exhibit at the Botswana SMME Conference & Fair, held at the Fair Grounds in Gaborone recently.

Since the inaugural event in 2009, the Botswana SMME Conference & Fair has become a key annual event in the drive to develop small enterprises throughout the SADC region.

The objectives of the 2011 event were to:

- Bring focus on the quest for improved SMME access to local markets
- Showcase SMME business concepts, products and services
- Facilitate networking and bring SMMEs into contact with other SMMEs, the public, professional buyers, as well as the public and private sectors
- Explore possibilities to establish a more united market
- Discuss themes, share best practice and develop solutions for capacity building
- Mobilise SMME support institutions to impart specialist knowledge and skills through workshops and other channels; and
- Recognise and reward SMME achievers

As the name suggests, the event consists of both a conference for small enterprise development stakeholders and a fair to showcase SMME products and services.

In 2011, the conference theme was “Exploiting existing opportunities - a strategy for economic diversification”.

However, it was the chance to present their products to thousands of potential new buyers, as well as establish new business relationships, that most excited the five South African entrepreneurs.

Their achievements at the three-day Fair are outlined below:

LIMPOPO VALLEY HONEY

Owner Peter Mabela has established his honey business with the support of the Seda Capricorn branch in Limpopo. Mabela was excited to learn that, although there is a honey supplier in Botswana called Mock Winter/There Apiaries, they are unable to meet demand from the Botswana market. Additionally, the Botswana manufacturers supply their honey only in glass bottles which can break easily. Mabela packages his product in plastic containers.

During the Fair, Mabela secured arrangements to provide There Apiaries with both unprocessed honey and plastic containers. The containers proved such a hit that Mabela will also be supplying a peanut butter manufacturer in Botswana with his plastic containers. Mabela was then approached by a Seychelles company, Sempot, to provide honey wax for their customers. Mabela crowned a very successful three days by selling the entire stock of unprocessed honey which he took to the Fair.

MAANO A BASADI CO-OPERATIVE

Represented by Emily Moeng at the Fair, this co-operative from Sekhukhune in Limpopo manufactures yoghurt. The co-op managed to sell most of the stock taken to the Fair but, more importantly, received interest from Mpendi Foods to distribute the product in Botswana.

The Local Enterprise Authority (LEA) in Botswana also offered to communicate with wholesalers such as Choppies to try and secure a market for the Maano a Basadi yoghurt. These wholesalers are committed to supporting small businesses and apply more lenient specifications for SMME suppliers.

AFRO FIRST CREATIONS

Entrepreneur Moses Laokaoke runs his clothing and printing business in North West province with the support of the Seda Bojanala branch. Laokaoke was pleasantly surprised to learn that there is strong demand for printing and branding services in Botswana, yet few local competitor companies who can meet this demand.

During the Fair, Laokaoke sold his stock of printed African T-shirts and also secured an order for 150 sweaters from the Botswana Youth Council Committee. This organisation is also interested in extending the partnership to include training. The Botswana SMME Conference & Fair itself could become a future customer, as many of the exhibitors need printing and branding for their stalls and products.



NTSIE MANUFACTURERS AND PROJECTS

Also located in the Bojanala region in North West, Ntsie specialises in manufacturing a range of pots and stove pots with their own custom designs. Various clubs and organisations who regularly rent pots in Botswana were struck by the attractive Ntsie designs and the variety of pots in the range. It is expected that they will place substantial purchase orders with Ntsie.

DEEP MOON TRADING

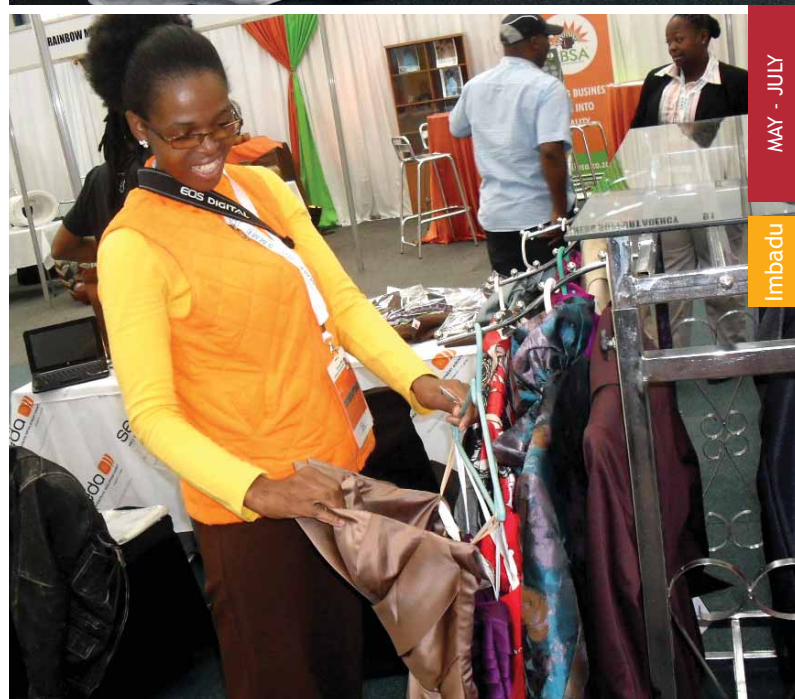
The third of the small businesses from the Bojanala region, Deep Moon Trading is a clothing designer and manufacturer who produces unique, stylish items to the fashion-conscious. During the Fair, clients showed great interest in suits for men, fashion dresses for ladies, and wedding gowns. Deep Moon also received several customer requests to provide training in Fashion Design.

So, from foodstuffs to fashion, pots to printing, local small business owners discovered that the promise of profitability is not confined to developed world markets. There is a wealth of untapped opportunities right here in Southern Africa.

As welcome as the immediate and individual sales to Fair-goers were, the five entrepreneurs agreed that this was just the tip of the iceberg. The most rewarding aspect of the 2011 Botswana SMME Conference & Fair was the chance to meet and network with potential new customers, partners and suppliers. Thanks to Seda's support in enabling these entrepreneurs to exhibit at the Fair, these tentative first steps should blossom into rewarding, longer-term relationships.

Mr Ntsie from Ntsie Manufacturers and Projects also had an opportunity to exhibit products

Limpopo Valley Honey



Limpopo Marketing Specialist Sharon Mohale explains Seda offerings to one of the visitors at the Seda stand

**WHATEVER IT TAKES,
STATS SA WILL COUNT EVERYONE**

Census 2011 countdown has commenced. As was the case in 1996 and 2001, all people within the borders of South Africa must once again be counted from 10 to 31 October 2011. About 120 000 enumerators will collect data from more than 14-million households. This provides a unique opportunity for South Africans to help paint a picture that enables them to speak with greater authority about 'the South Africa I know — the home I understand'.

A population census is needed in order to assist government, policy-makers and captains of industry in planning, decision-making, monitoring and evaluation programmes and policies.

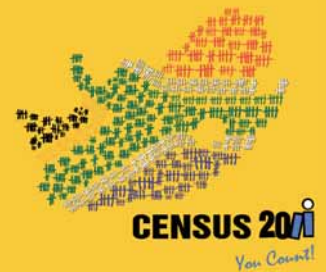
To count every household in South Africa is a daunting task as it is usually bedevilled by a myriad obstacles and barriers and to succeed, every person in South Africa must say: "I am here and I count". Stats SA and its external stakeholders must therefore reach everybody within South Africa and persuade them that they must be counted.

As a South African citizen you are requested to become an ambassador and to share the census message with your colleagues, friends and family members so that they stand up and are counted.

Make sure that wherever you are, you are counted!



Head of
Stats SA and
Statistician-
General
Pali Lehohla
(left)



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www.statssa.gov.za/census2011**



ISBC 2012

International Small Business Congress

15-18 Sept 2012

JOHANNESBURG • SOUTH AFRICA

INDICATIVE CONGRESS TRACKS

- Linking small business to new and high potential industry value chains and government sector development strategies
- Gathering and disseminating information on new growth opportunities to small businesses
- Assisting small business to strengthen their technological and Internet capabilities
- Incubating growth-oriented start ups and nascent enterprises and technology demonstration and transfer to small firms
- Strengthening the R&D capabilities of small firms
- Innovative financial and non-financial incentives
- Innovative and effective business development services to strengthen management capacity in small business
- Clustering, inter-firm collaboration, networking and other organisational forms to strengthen small business competitiveness

"As various African countries, including South Africa, began to enhance their presence in the world economy, it will be of great significance to hold an ISBC in South Africa."

- ISBC Secretariat

BUSINESS OPPORTUNITIES AND FRANCHISE EXPO

ISBC 2012 will be hosted alongside the Business Opportunities and Franchise Expo (BOFE) (www.bofe.co.za). BOFE has been running for 17 years and is the most comprehensive 4-day expo dedicated to developing entrepreneurship in the country.

CONGRESS FORUMS

Three interactive and practical forums are planned:

- Enterprise Development Forum – policy makers, practitioners
- Africa Business Opportunities – trade agencies, entrepreneurs
- Organised Business – chambers of commerce, trade associations

WHO SHOULD ATTEND?

- Entrepreneurs ■ SMME bodies ■ Policy makers ■ SMME agencies
- Academics and researchers ■ International agencies ■ Financiers

CONGRESS INFORMATION

email info@isbc2012.org ■ www.isbc2012.org

GOVERNMENT PARTNER



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