



International Small Business Congress

JOHANNESBURG

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SOUTH AFRICA



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15-18 SEPTEMBER



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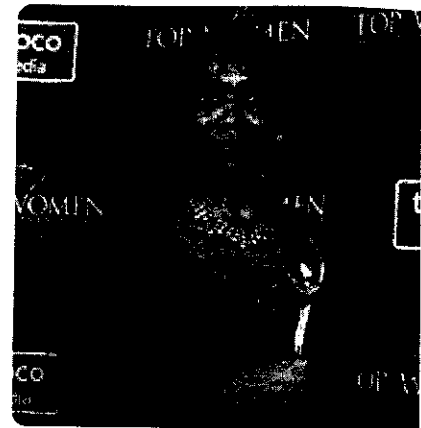


## Message from SEDA CEO

**T**he International Small Business Congress (ISBC) has developed an illustrious track record since its formation in 1974 in thought leadership and knowledge generation regarding issues of entrepreneurship and small business worldwide; with the Congress being held in Africa for the first time in history, the Small Enterprise Development Agency's (Seda) is looking forward to be part of yet another enriching gathering of small businesses. The Congress theme "Fostering Small Business In New and High-Potential Industries Worldwide" links directly with Seda's strategic direction of prioritising growth sectors in the South African economy.

On behalf of the South Africa's small business and entrepreneurs, I welcome you to the International Small Business Congress 2012 to be hosted in Johannesburg, Gauteng - where the spirit of entrepreneurs keeps the big city lights burning.

The small business community and its various stakeholders in South Africa wishes you a fruitful Congress from which all of us will take lessons to advance the small business sector wherever we may be in the global economy.



**Hlonela Lupuwana**  
SEDA CEO

**W**e are most delighted to welcome our colleagues from far and near to the 37th International Small Business Congress, the first ISBC ever to be held in Africa. Firstly, we wish to thank the ISBC Steering Committee for entrusting the organising of this Congress to South Africa. Secondly, we thank all our funders and partners for investing time and money in making this Congress a reality. Their commitment to advancing the cause of small business development is most appreciated. Lastly, but by no means least, we thank all of you, Congress delegates and exhibitors, for participating at this inaugural African ISBC. We trust that it will be a rewarding and fulfilling experience for all of you. The Congress organising team has worked hard and with great commitment over several months to put together a Congress we trust will meet your expectations. I wish to express my sincere gratitude to all team members for all their tireless work in ensuring that every aspect of the Congress received dedicated and professional attention.

Since its inception in 1974, the ISBC has become an important global platform for deliberating on policies, programmes and practices in the important field of small business development. Bringing together role players from different backgrounds – policymakers, academics and researchers, SME support agencies, financial institutions, small business membership organisations, and entrepreneurs themselves – the Congress provides an unmatched opportunity for dialogue, reflection, and exchange of experiences that can only take small business development practice around the world to the next level. In these trying economic times globally, all of us who are involved in this important endeavour need to sharpen our pencils and learn new and more effective ways of doing things. What better platform for that learning than the ISBC? The ISBC also offers an unmatched opportunity to make new contacts and establish new networks with colleagues from around the world. Make good use of it.



Last but certainly not least, we invite you to take this opportunity to explore the beautiful land of South Africa, starting right here in Johannesburg, our great city, and going further beyond. Wherever you go, South Africa will surprise you with just how much it has to offer – whatever your taste. Your journey of exploration, discovery and unmatched enjoyment begins right here: [www.joburgtourism.com](http://www.joburgtourism.com). Enjoy.

**Septi M. Bukula**  
**Director: 37th International Small Business Congress**

# CONGRESS PROGRAMME

<b>DAY 1: SATURDAY 15 SEPTEMBER 2012</b>	
9h00 - 16h30	<b>All-day delegate registration</b>
14h00 - 16h30	<p><b>PRE-CONGRESS FORUM</b>  <small>Fast-track opportunities and challenges for SMEs in the global economy: a future blueprint</small></p> <p><b>Moderator</b> <b>Mr Linda Mngomezulu</b>, Entrepreneur and Board Chairman, Small Enterprise Development Agency (South Africa)</p> <p><b>Speakers</b>  <b>Dr Mike Herrington</b>, Executive Director, Global Entrepreneurship Monitor Project Worldwide (South Africa)  <b>Prof Jay Mitra</b>, Director, Centre for Entrepreneurship Research and Professor of Business Enterprise and Innovation, Essex Business School, University of Essex (UK)  <b>Dr. Khaled Nagaty</b>, Chairman, Metropolitan Consulting (Egypt)  <b>Ms Tebogo Skwambane</b>, Monitor Group Global Partner and Managing Partner of Monitor South Africa  <b>Ms Catherine Townshend</b>, Managing Director, Endeavor (South Africa)</p>
17h00	<b>Departure for Congress Welcome Reception</b>
18h00 - 20h00	<p><b>WELCOME RECEPTION</b>  <small>Refreshments, networking and entertainment</small></p> <p><b>Programme Director</b> <b>Ms Lucia Motloung</b>, 2012 National President, Junior Chamber International, South Africa</p> <p><b>Welcome Address</b> <b>Mr Lionel October</b>, Director General, Department of Trade &amp; Industry</p> <p><b>Keynote address</b> <b>Councillor Ruby Mathang</b>, Member of the Mayoral Committee for Economic Development, City of Johannesburg</p>
<b>DAY 2: SUNDAY 16 SEPTEMBER 2012</b>	
9h00 - 10h00	<p><b>CONGRESS OPENING SESSION</b></p> <p><b>Moderator</b> <b>Mr Lionel October</b>, Director General, Department of Trade &amp; Industry</p> <p><b>Opening remarks</b> <b>Ms Catherine Swift</b>, President, International Small Business Congress (ISBC)</p> <p><b>Keynote address</b> <b>South African Member of Cabinet</b></p>
10h00 - 11h00	<p><b>PLENARY I</b>  <small>Entrepreneurship, innovation and growth: the role of SMEs in the global economy</small></p> <p><b>Moderator</b> <b>Mr Lawrence Mavundla</b>, President, National African Federated Chamber of Commerce &amp; Industry</p> <p><b>Discussion Panel</b>  <b>Ms Catherine Swift</b>, Chairman, Canadian Federation of Independent Business, President, International Small Business Congress  <b>Mr Li Zhibin</b>, President, China Association for Small &amp; Medium Enterprises (CASME), Former Minister of National Development and Reform Commission, People's Republic of China  <b>Mr Hiroshi Takada</b>, Chairman &amp; CEO, SME Support, JAPAN  <b>Mr David Irwin</b>, Partner, Smith &amp; Grison Associates (UK)</p>
11h00 - 11h40	<b>TEA / COFFEE / NETWORKING: Venue Exhibition 1</b>
11h40	<b>FULL-DAY YOUTH BUSINESS CONGRESS COMMENCES AT SANDTON SUN HOTEL</b>
11h40 - 13h00	<p><b>PLENARY II: MINISTERIAL ROUNDTABLE I</b>  <small>Addressing the challenges of SMEs in the global economy: a future blueprint</small></p> <p><b>Moderator</b> <b>Ms Nomaxabiso Majokwoni</b>, Chief Executive Officer, Business Unity South Africa</p> <p><b>Address by</b> <b>Dr Rob Davies</b>, Minister of Trade &amp; Industry, South Africa</p> <p><b>Discussion Panel</b> <b>Dr Rob Davies</b>, Minister of Trade &amp; Industry, South Africa  <b>Mr Ibrahim Patel</b>, Minister of Economic Development, South Africa  <b>Mr J.I.M Seetaram</b>, Minister of Business, Enterprise and Cooperatives, Mauritius  <b>Mr Vincent Seretsze</b>, Assistant Minister of Trade &amp; Industry, Botswana</p>
13h00 - 14h00	<b>LUNCH: Venue Exhibition 1</b>
<b>Parallel Sessions</b>	
14h00 - 15h30	<p><b>Parallel Session A1</b>  <small>Government policy, regulatory environment, public-private partnerships and SME development</small></p> <p><b>Moderator</b> <b>Mr Sam Fidelis</b>, Special Advisor to the President, NAFI-COC (South Africa)</p> <p><b>Speakers</b> <b>Dr Festus, U. Agbo</b>, Special Advisor, Nuyiwa (Nigeria)  <b>Mr Stephen Timm</b> (South Africa)</p>

## DAY 3: MONDAY 17 SEPTEMBER 2012

9h00 – 10h00	<p><b>PLENARY III: MINISTERIAL ROUNDTABLE 2</b>  <i>Making a plan for growth: a joint declaration of intent to address economic recovery, job creation and the role of the private sector in the growth and development of the continent and a plan for the continent's economic and industrial development</i></p> <p><b>Moderator</b> <b>Mr Ndaba Ntsele</b>, Chief Executive Officer, Pamodzi Investment Holdings &amp; President: Black Business Council (South Africa)</p> <p><b>Panellists</b> Ministers of Trade, Industry &amp; Economy (various countries)</p>
10h00 – 11h00	<p><b>PLENARY IV</b>  <i>Creating the environment for growth through innovation: a joint declaration of intent to address the role of business, innovation and entrepreneurship</i></p> <p><b>Moderator</b> <b>Ms Hlonela Lupuwana</b>, Chief Executive Officer, Small Enterprise Development Agency (South Africa)</p> <p><b>Panellists</b> <b>Prof Marie-France Turcotte</b>, Network for Business Sustainability and University of Quebec à Montreal (Canada)  <b>Dato' Hafsa Hashim</b>, CEO, SME Corporation (Malaysia)  <b>Prof Tsugio Ide</b>, Dean, Graduate School of Business, Nihon University (Japan)  <b>Mr Bill Scott</b>, Executive Director, Regional Business: Invest Northern Ireland (Northern Ireland)  <b>Prof Jay Mitra</b>, Director, Centre for Entrepreneurship Research and Professor of Business Enterprise and Innovation, Essex Business School, University of Essex (UK)</p>
11h00 – 11h40	<p><b>TEA / COFFEE / NETWORKING: Venue Exhibition 1</b></p>
11h40 – 12h00	<p><b>PLENARY V</b>  <i>Developing the African continent: the role of the private sector in the continent's economic and industrial development</i></p> <p><b>Moderator</b> <b>Ms Yvonne Themba</b>, Chairman, Shanduka Black Entrepreneurs (South Africa)</p> <p><b>Presentation</b> <b>Mr Barlow Manilal</b>, CEO, Automotive Industry Development Centre</p> <p><b>Panellists</b> <b>Automotive industry executives and SME incubatees</b></p>
12h00 – 14h00	<p><b>LUNCH: Venue Exhibition 1</b></p>
14h00 – 15h30	<p><b>Parallel Session B1</b>  <b>Moderator</b> <b>Mr Shahied Daniels</b>, CEO, SA Institute of Professional Accountants (South Africa)  <b>Speakers</b> <b>Mr Nazeem Martin</b> (South Africa)  <b>Lia Vangelatos</b> (South Africa)  <b>Mr Lusapho Njenge</b> (South Africa)</p>
15h30 – 16h00	<p><b>Parallel Session C1</b>  <b>Moderator</b> <b>Mr Ranjit Allumsootil</b> (South Africa)  <b>Speakers</b> <b>Mr Shawn Theunissen</b> (South Africa)  <b>Mirabel Ukpabio</b> (Nigeria)  <b>Partha Bhattachary</b> (India)  <b>Mr Sisa Ntshona</b> (South Africa)</p>
16h00 – 16h30	<p><b>Parallel Session C2</b>  <b>Moderator</b> <b>Mr Xolani Qubeka</b>, Chief Executive Officer, Black Business Council (South Africa)  <b>Speakers</b> <b>Mr Sukh Deo</b> (New Zealand)  <b>Prof. Hamid Bouchikhi</b> (France)  <b>Rosmeriany Nahon-Suomela</b> (Finland)</p>
16h30 – 17h00	<p><b>Parallel Session C3</b>  <b>Moderator</b> <b>Prof Fumihiko Adachi</b>, Professor of Development Economics, Kinjo Gakuin University (Japan)  <b>Speakers</b> <b>Michael Sheriff</b> (Italy)  <b>Ms Oonagh Hinds</b> (Northern Ireland)  <b>Diane Gaskin</b> (South Africa)  <b>Sivuyise Ndzendze</b> (South Africa)</p>
17h00 – 17h30	<p><b>Practical Workshop</b>  <b>Presenter</b> <b>Mr Brian Walsh</b>, CEO, Entrepreneur.co.za</p>
17h30 – 18h10	<p><b>TEA / COFFEE / NETWORKING: Venue Exhibition 1</b></p>

# Congress Programme



	<p><b>Parallel Session A2</b></p> <p><b>Moderator</b></p> <p><b>Speakers</b></p>	<p>Building effective and results-oriented SME support institutions and models</p> <p><b>Ms Makama Masitha-Hoenes</b> (South Africa)</p> <p><b>Dr Francis Neshamba</b> (UK)</p> <p><b>Dr Anneline Chetty</b> (South Africa)</p> <p><b>Mr Bill Scott</b> (Northern Ireland)</p> <p><b>Mr Sumiya Hayashi</b> (Japan)</p>
	<p><b>Parallel Session A3</b></p> <p><b>Moderator</b></p> <p><b>Speakers</b></p>	<p>Entrepreneurship education and the university-enterprise interface</p> <p><b>Elize Bezuidenhout</b>, Deputy CEO, Business Skills for South Africa</p> <p><b>Dr William Kirkley</b> (New Zealand)</p> <p><b>Mr Peter Harrington</b> (UK)</p> <p><b>Prof Lester Lloyd-Reason</b> (UK)</p> <p><b>Ms Agnieszka Kurczewska</b> (Poland)</p>
	<p><b>Parallel Session A4</b></p> <p><b>Moderator</b></p> <p><b>Speakers</b></p>	<p>Business membership organisations driving advocacy and SME development</p> <p><b>Mr Thakadu Makgene</b>, Secretary General, Sabsa (South Africa)</p> <p><b>Mr Daniel Kelly</b> (Canada)</p> <p><b>Eugenia Kula-Ameyaw</b> (South Africa)</p> <p><b>Mr Christo van der Rheede</b> (South Africa)</p>
	<p><b>Banking on SMEs</b></p> <p><b>Moderator</b></p> <p><b>Panel</b></p>	<p>ABSA Enterprise Business will reaffirm, reinforce and growing their businesses and how the bank contributed to their success.</p> <p><b>Mr Oscar Siziba</b>, Head Enterprise Business, ABSA Bank</p> <p><b>3 ABSA EB clients</b></p>
15h30 - 16h10	<b>TEA / COFFEE / NETWORKING: Venue Exhibition 1</b>	
16h10 - 17h30	<p><b>Parallel Session A2</b></p> <p><b>Moderator</b></p> <p><b>Speakers</b></p>	<p>Building effective and results-oriented SME support institutions and models</p> <p><b>Mr Brian Dunsby</b>, CEO, Parlex Associates (UK)</p> <p><b>Mr. Reuben Govender</b> (South Africa)</p> <p><b>Mrs Osayi Oruene</b> (Nigeria)</p> <p><b>Mr Stephen Timm</b> (South Africa)</p>
	<p><b>Parallel Session B1</b></p> <p><b>Moderator</b></p> <p><b>Speakers</b></p>	<p>Innovative financial and non-financial solutions to foster SME growth</p> <p><b>Mrs Precious Lugayeni</b> (South Africa)</p> <p><b>Mr Xola Sithole</b> (South Africa)</p> <p><b>Mr Jonathan Yusuf</b> (Nigeria)</p> <p><b>Dr Dambegan Padachi</b> (Mauritius)</p>
	<p><b>Parallel Session B2</b></p> <p><b>Moderator</b></p> <p><b>Speakers</b></p>	<p>Innovation and IP management, technology transfer and incubation</p> <p><b>Dr Thami Mazwai</b>, Director, Centre for Small Business Development, University of Johannesburg (South Africa)</p> <p><b>Dr Ian McKeown</b> (UK)</p> <p><b>Mr Christian Lister</b> (UK)</p> <p><b>Prof Helen Matushevskaya</b> (UK)</p> <p><b>Mr Nick Kalidass</b> (South Africa)</p>
	<p><b>Parallel Session B3</b></p> <p><b>Moderator</b></p> <p><b>Speakers</b></p>	<p>Strengthening internal skills, knowledge and management capabilities of SMEs</p> <p><b>Ms Christin Pfeiffer</b>, Secretary General, International Network for SMEs (Italy)</p> <p><b>Mr Shaun Evertse</b>, MD, Ingepool (South Africa)</p> <p><b>Mr Takeshi Kawaguchi</b>, President, The Nippon Joint Ltd, ICHIKIN Co., Ltd. (Japan)</p>
	<p><b>The Technology Edge</b></p>	<p>SMEs discuss how they used technology to build competitive advantage, turn around, form partnerships and enhance customer service</p>
18h30 - 20h00	<p><b>SEDA Networking Cocktail</b></p>	<p>Sancton Swan</p> <p>Only invited guests to attend. This evening is free to the rest of the delegates</p>



# Congress Programme

15h30 – 16h10	<b>TEA / COFFEE / NETWORKING</b>	
16h10 – 17h40	<p><b>Parallel Session B1</b> Moderator</p> <p>Speakers</p>	<p>Innovative financial and non-financial solutions to foster SME growth</p> <p><b>Ms Kirsten Kennedy</b>, SME Business Services Specialist, USAID Financial Sector Program (South Africa)</p> <p><b>Mr Martin Feinstein</b> (South Africa) <b>Mr Yusuf Mahomedy</b> (South Africa) <b>Mr Stephen Timm</b> (South Africa)</p>
	<p><b>Parallel Session D1</b> Moderator</p> <p>Speakers</p>	<p>Integrating the informal sector into the economic mainstream and developing viable co-operatives</p> <p><b>Mr Koenie Slabbert</b>, Chief Operations Officer, Small Enterprise Development Agency (South Africa)</p> <p><b>Mr Alan Morrow</b> (Northern Ireland) <b>Nokuthula Mbebe</b> (South Africa) <b>Mr Nick Sibanda</b> (South Africa)</p>
	<p><b>Parallel Session D2</b> Moderator</p> <p>Speakers</p>	<p>Clustering, inter-firm collaboration and networking as strategies to enhance SME competitiveness</p> <p><b>Ms Hester Obisi</b>, Businesswoman (South Africa)</p> <p><b>Archie Preuss</b> (South Africa) <b>Mr Mark Elliott</b> (UK) <b>Dr Eliada Griffin-EI</b> (South Africa) <b>Mr Nick Sibanda</b> (South Africa)</p>
	<p><b>Parallel Session D3</b> Moderator</p> <p>Speakers</p>	<p>Journeying with entrepreneurs and SMEs – lessons from practices, support programmes and entrepreneurs' own initiatives</p> <p><b>Ms Sizeka Rensburg</b>, Chairman, Small Enterprise Finance Agency (South Africa) <b>Prof. Dileep Rao</b> (USA) <b>Catherine Wijnberg</b> (South Africa) <b>Heidi Grimmer</b> (South Africa) <b>Ms Oksana Dugert</b> (Ukraine)</p>
	<p><b>Going For Growth</b> Moderator</p> <p>Speakers</p>	<p>Entrepreneurs tell how they created and built growing businesses in their national economies and internationally</p> <p><b>Dr P.C. Sabarwal</b>, Senior Consultant, World Association for Small &amp; Medium Enterprises, (India) <b>Mr Katsuhiko Yamamoto</b>, President, Yamamoto Seisakusho, Inc. (Japan) <b>Ms Yuko Ogata</b>, CEO, Medical II Laboratory Co. (Japan)</p>
18h30 – 20h30	<b>GALA DINNER</b>	Hosted by <b>Ms Elizabeth Thabethe</b> , Deputy Minister of Trade & Industry, South Africa Sandton Convention Centre, Venue: The Ballroom
<b>DAY 4: TUESDAY 18 SEPTEMBER 2012</b>		
9h00 – 11h00	<p><b>PLENARY VI</b> Moderator</p> <p>Address</p> <p>Panellists</p>	<p>Advocate <b>Tshidi Mayimele-Hashatse</b>, Deputy Chairman, Small Enterprise Development Agency (South Africa)</p> <p><b>Hon. Dikgang Phillip Makgalemele</b>, MP, Chairman of the Committee on Trade, Customs &amp; Immigration, Pan African Parliament</p> <p><b>Datuk Dr Maznah Hamid</b>, Executive Chairman, Securiforce Group (Malaysia) <b>Mr Neren Rau</b>, CEO, South African Chamber of Commerce &amp; Industry (South Africa) <b>Mr Christo van der Rheeде</b>, CEO, AHI (South Africa) <b>Mr Allon Raiz</b>, CEO, Raizcorp (South Africa) <b>Mr Michael Lalor</b>, Ernst &amp; Young, South Africa</p>
11h00 – 12h00	<p><b>CONGRESS CLOSING SESSION</b> Moderator</p> <p>Speakers</p>	<p>Facilitated by the ITC, with participation of other Congress chairs and panellists. Address by Minister of Trade &amp; Industry, South Africa</p> <p><b>Mr Mxolisi Zwane</b>, President, Foundation for African Business &amp; Consumer Services (South Africa) <b>Ms Catherine Swift</b>, President, International Small Business Congress (Canada) Others (TBC)</p>
12h00 – 13h00	<b>LUNCH: Venue Exhibition 1</b>	
13h00 – 17h00	Optional post-Congress tours	

## CONFIRMED SEPARATELY BOOKABLE POST-CONGRESS LEARNING SESSIONS

Session	Session type	Date/s and duration	Target Group	Presenters	Venue
<p><b>Advising on the management of innovation and IP in small and medium enterprises: Challenges and opportunities for SME support intermediaries</b></p> <p>Funding partner:</p> 	Training workshop	19 and 20 September 2012 (2 days)	<p>Technology Startups, Incubators, SME support institutions, Business development, SME consultants / advisors.</p>	<p><b>Ms Christin Pfeiffer</b> General Secretary International Network for SMEs (INSME), Italy</p> <p><b>Ms Omphile Modibela:</b> Intellectual Property Manager, Technology Innovation Agency, South Africa</p>	Sandton Sun Hotel, Johannesburg
<p><b>SME intellectual property management, technology transfer and commercialisation</b></p> <p>Funding partner:</p> 	Colloquium	19 October 2012 (1BC) (1 day)	<p>Innovation and SME policymakers, R&amp;D practitioners, Incubators, SMT support institutions, Technology start-ups, Business development, SME consultants / advisors.</p>	<p><b>Mr Rohit Shukla</b> Managing Director, IxTLA Institute, USA</p> <p>The Innovation Hub, South Africa</p>	The Innovation Hub, Pretoria

# Congress Programme

## YOUTH BUSINESS CONGRESS

Sunday, 16 September 2012

Venue: Sandton Sun Hotel, Johannesburg, South Africa

### DRAFT PROGRAMME

07H00-09H00

**DELEGATE REGISTRATION**

11H40-13H00

**CONGRESS OPENING SESSION**

- South Africa – Video presentation
- Address by ISBC 2012 Congress Director (**Mr. Septi M Bukula**)
- Address by Youth Business Congress sponsor
- Address by JCI South Africa 2012 National President (**Ms Lucia Motloung**) and RYCOB Chairman (**Mr Richard Ntjana**)
- Keynote: Mr. Mduduzi Manana, Deputy Minister of Higher Education (South Africa)

11H30-13H00

**PANEL DISCUSSION**

- Arrey Obenson** (JCI International Executive Director) and various other international and South African speakers
- The status of global youth business and youth leadership in business
  - The UN Global Compact – implications for youth-owned businesses
  - Accessing opportunities for youth-owned business in South Africa

13H00-14H00

**LUNCH: Venue Exhibition 1**

14H00-16H00

**DOING BUSINESS INTERNATIONALLY**

- Importing and exporting
- Doing business in Africa, America, Asia and Europe
- Securing payment from international and domestic customers
- Intellectual property protection and management

**MANAGING A BUSINESS TODAY**

- Financial and non-financial support
- Mentorship
- Branding and marketing
- Bankable business plans
- Information technology in business

16H00-17H15

**BUSINESS NETWORKING EVENT**

## SPEAKERS AND MODERATORS

## Plenary & Parallel Session Speakers



**PROF. FUMIHIKO ADACHI** IS A PROFESSOR OF DEVELOPMENT-ECONOMICS AT KINJO GAKUIN UNIVERSITY IN JAPAN.

His major fields of research include Economic and Human Development, Small Business Studies and One Village Once Product Movement.



**DR FESTUS U. AGBO** WORKS AS A SENIOR LECTURER AND SENIOR RESEARCH FELLOW AT THE DEPARTMENT OF AGRICULTURAL ECONOMICS, UNIVERSITY OF NIGERIA.

He holds a PhD in Agricultural Economics from the University of Nigeria, Nsukka. Dr Agbo's areas of expertise include Environmental Management, Cooperative and Small Business Management, Agro-credit Procurement and Management, Microfinance, Cooperative Finance, Poverty/Rural Development and Cooperative Entrepreneurship Promoter. Dr Agbo worked as an Assistant Chief Registrar of Cooperative Societies at the Federal Ministry of Agriculture and Rural Development in Nigeria. He has published widely in scientific journals, textbooks and books.



**HENRIE BENEDICT** WORKS AS A SENIOR LECTURER IN ACCOUNTING.

He completed his Bachelor of Science and Honours in Accounting at the Ogun State University in Nigeria. He moved to South Africa where he obtained his Master of Commerce in Accounting and MBA in General Management. Benedict has presented a number of papers and conference presentations nationally and internationally. He has published some of his research finding in international accredited journals. He is currently focusing on doctoral researches on advancement of accounting research as well as value-based management of unlisted entities. He is a member of the South African Accounting Association (SAAA); the International Academy of African Business and Development (IAABD); South African Institute of Management Scientists (SAIMS) and the South African Institute of Professional Accountants (SAIPA).



**PARTHA BHATTACHARYA** IS A WEB START-UP CONSULTANT, AND THE FOUNDER OF HUBSKILLS.COM

Bhattacharya is skilled in creating rich web contents including educational and training video, and has over 140 instructional videos in his YouTube Partner Channel with more than 350,000 video-views that help viewers in different types of content creation. Bhattacharya uses his skill in rich web contents, SEO, and WordPress to create end-to-end web business solutions that help clients SAVE nearly 50% of costs they would otherwise incur for hiring individual professionals. Bhattacharya has authored several Kindle eBooks. Bhattacharya also trains entrepreneurs on conceptualizing and starting a web business from scratch.



**PROF. HAMID BOUCHIKHI** IS PROFESSOR OF MANAGEMENT AND ENTREPRENEURSHIP AT ESSEC BUSINESS SCHOOL.

His research interests and publications are in the areas of organization theory, entrepreneurship and managerial innovation. He is also the founder and academic director of ESSEC Ventures, a center dedicated to providing training, coaching, logistical support and seed funding to student entrepreneurs.



**ADELOWO CALEB M** CURRENTLY WORKS AT THE NATIONAL CENTRE FOR TECHNOLOGY MANAGEMENT (NACETEM) IN THE FIELD OF RESEARCH, TRAINING AND CONSULTANCY IN THE BROAD AREA OF SCIENCE, TECHNOLOGY AND INNOVATION MANAGEMENT.

In an effort to perform well Caleb has received a Master degree in Intellectual Property from Africa University, Mutare, Zimbabwe. He is currently completing another Master degree in Technology Management from the African Institute of Science Policy and Innovation (AISPI), Obafemi Awolowo University, Nigeria. Caleb has published some academic papers jointly with other authors, and has attended academic conferences and workshops in the areas of Technological Innovation and Transfer, and Entrepreneurship.



**DR ANNELINE CHETTY** IS A SENIOR MANAGER: BUSINESS INTELLIGENCE AND QUALITY ASSURANCE OF THE BUSINESS SUPPORT, MARKETS AND DURBAN TOURISM UNIT AT ETHEKWINI MUNICIPALITY.

She is responsible for coordinating projects within the Ethekwini Municipality, which promote entrepreneurship. She has a degree in Social Work and a Masters in Town and Regional Planning. She has a passion for SMME development and has completed her PH.D with the main focus on approaches to SMME development and support.



**SUKH DEO** IS A SENIOR LECTURER IN THE SCHOOL OF BUSINESS AT WAIKATO INSTITUTE OF TECHNOLOGY IN HAMILTON, NEW ZEALAND.

He obtained his Masters in Business Studies degree from Massey University in New Zealand. His research focuses primarily on Small Business Enterprises (SBEs) and SMEs, with a particular interest in internationalization by SBEs, their sustainability, innovative and entrepreneurial capabilities, and business planning. Deo's work experience, as an applied economist, includes economic development planning at national level and investment projects development and planning at regional level. He has mentored and advised many new start-ups, business growth strategies, diversification and internationalization by SBEs and SMEs in New Zealand and abroad.

## Plenary & Parallel Session Speakers



**DR SPINDER DHALIWAL, ACADEMIC AND AUTHOR, IS A LEADING EXPERT IN HER FIELD.**

She was awarded her Doctorate from Brunel University before embarking on an academic career. Spinder is currently a Senior Lecturer at the University of Surrey where she heads the MBA Entrepreneurship module and is Programme leader for MSc Entrepreneurship. Spinder has written extensively about the Asian business community and compiled Britain's Richest Asians for 6 years reflecting her long held interest in the field. Her book, Making a Fortune – Learning from the Asian Phenomenon (Capstone) has been noted widely. Spinder was both founder and director of the Centre for Asian Entrepreneurial Research (CAER).



**OKSANA DUGERT STARTED HER CAREER IN 1983 AS A JOURNALIST IN UKRAINE.**

Dugert started the first Gender Equality program in Ukraine, and during eight years when she served as its leader she launched a number of innovative projects supporting equal opportunities for women and men. During the last five years Dugert has been working as a Business Consultant in Ukraine for Seppo Hoffren Consultancy. She acts as an expert on Ukrainian business and its hidden reefs for those European SMEs who are willing to start business activities in Ukraine. Dugert is a member of the Entrepreneurship Research and Education Network of Central European Universities (ERENET) and regularly participates as an expert on SMEs in Ukraine.



**BRIAN DUNSBY IS A SUCCESSFUL ENTREPRENEUR WHO HAS BEEN MANAGING AND HELPING SMALL BUSINESSES, TRADE ASSOCIATIONS AND PROFESSIONAL INSTITUTES FOR OVER 30 YEARS.**

A Chartered Chemical Engineer and a Fellow of five professional Institutes, Dunsby served as a Senior Vice-President of ICSB, the International Council for Small Business. He organised the ICSB World Conference in 2003 on the theme "Advancing Entrepreneurship and Small Business". Since 2002 he has been Chief Executive of Harrogate Chamber of Trade & Commerce. In April 2008 he was honoured with the Queen's Award for Enterprise Promotion. Dunsby organised two International Enterprise Promotion Conventions in Harrogate in 2009 & 2010. He won the Lifetime Achievement Award in the Ackrill Media Group Business Awards for 2010 in Harrogate.



**MARK ELLIOTT WORKED FOR MORE THAN FIFTEEN YEARS DIRECTING FILMS ACROSS THE WORLD WITH COMPANIES AS DIVERSE AS WALT DISNEY, COCA COLA, VOLKSWAGEN, FORD, CATERPILLAR, YELLOW PAGES, UNILEVER, AND PROCTER AND GAMBLE.**

This went along with other creative work including copywriting, design, licensing, branding and product development. In 1996 he became the world's first Creative Head of an English Premiership football club. He also has broad level experience in business, NGO and charity levels. For the past nine years he has combined his creative life with driving the DigitalCity project. In just nine years DigitalCity has gone from a paper exercise to a fully-fledged and very successful enterprise producing genuine results in terms of regeneration, jobs, businesses and wealth.



**SHAUN EVERTSE IS CEO OF INGENUIT. SHAUN EVERTSE TOOK OVER THE FLOUNDERING FAMILY BUSINESS AND WITHIN A FEW SHORT YEARS, THANKS TO HIS ENTHUSIASTIC ENTREPRENEURIAL SPIRIT, TURNED IT INTO THE SUCCESS STORY INGENUIT IS TODAY.**

Evertse took a "Mom and Pop" stationery business that was on the brink of insolvency and used technology and creativity to change the face of the business and its future. Ingenuit today is a business partner that has built a procurement platform with integrated warehousing and logistics. Client customisation and a collaborative approach to relationship management continue to take the company to new heights. )



**MARTIN FEINSTEIN IS A SPECIALIST IN ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT IN SOUTH AFRICA.**

In 2000 he launched the Proudly South African campaign, a national partnership between government, trade unions, business and civil society to promote SA products, innovation and manufacture. He ran the organization from 2000 to 2004, during which time more than 3,000 corporate members and SMMEs joined the campaign, making it a household brand. In 2004, he was appointed by the Government of Canada, Accenture and Telesystem, to launch Enablis, a new concept in entrepreneur development. South Africa was the pilot country for this membership-based "network funding" concept, which is now being rolled out to other countries in Africa. Feinstein served as a member of the board of the government's Small Enterprise Development Agency (Seda), and chairman of Seda's HR committee, from 2005 to 2010.



**GORDON FREER FOUNDED TRUSTEE OF THE PLATINUM TRUST OF SOUTH AFRICA AND ON ITS BEHALF MANAGED THE IMPLEMENTATION OF A PLATINUM BENEFICIATION SMME INCUBATOR IN RUSTENBURG, NORTH WEST PROVINCE.**

Freer also has a part-time position lecturing in the Department of International Relations at the University of the Witwatersrand. He has worked in market development programmes and contributed to the authoring and publishing of Making Markets Work for the Poor: An Objective and an Approach for Governments and Development Agencies and Habits of Highly Effective Countries. It is against this background that he draws on his lessons learned in how not to run a small business incubator.



**DIANE GASKIN IS CURRENTLY THE GENERAL MANAGER FOR THE BUSINESS SUPPORT CENTRE WHERE SHE PROVIDES ENTERPRISE DEVELOPMENT FOR HULAMIN LIMITED, BSI STEEL, ABERDARE CABLES.**

Gaskin has extensive experience in training having worked as CEO at Knowledge Consulting Training and as CEO for Skills Empowerment Management Institute. Gaskin holds a Bachelor of Arts Communications Honours from UNISA. She volunteers at the Society of St. Vincent de Paul in Alexandra Township providing food parcels, clothing and money to families. In addition, she volunteers with the SMMW Forum providing advice and support to small businesses in the greater Pietermaritzburg area.

## Plenary & Parallel Session Speakers



**REUBEN GOVENDER** PRESENTLY WORKS AS THE DEPUTY DIRECTOR, QUALITY MANAGEMENT WITH THE DEPARTMENT OF AGRICULTURE AND RURAL DEVELOPMENT, IN SOUTH AFRICA.

In addition he manages the competency management system at Veterinary Services in Gauteng and is involved in research within the field of food safety management, quality management and work-based training. He is currently completing a Doctorate degree with the Tshwane University of Technology. He holds Bachelor degrees in Environmental Health (DUT), Business Administration (UJ) and Human Resource Development (UNISA), a National Higher Dip. In ABET (UNISA) and a Master's degree in Quality Management (TUT).



**DR HEIDI GRIMMER** COMPLETED HER BSC AND PHD STUDIES AT THE UNIVERSITY OF WITWATERSRAND.

Grimmer moved into the flavour and brewing industry where she gained technical sales, applied research, and operational experience. Grimmer holds the Institute of Brewing Diploma (IBD) from the Institute of Brewing and Distilling, London and an MBA (Edinburgh Business School). In March 2010, she decided to start her own business, combining both her technical and business skills to match aspiring entrepreneurs with the enterprise development (ED) funding available from corporates. Her interest is in the use of open innovation to generate bankable business ideas and solutions that can be matched with ED funding.



**DATO' HAFSAH HASHIM** IS CURRENTLY THE CHIEF EXECUTIVE OFFICER OF THE SME CORPORATION MALAYSIA.

She holds a Masters in Business Administration from Aston University, United Kingdom. Hashim has vast experience in public sector administration and has served in several ministries including Ministry of International Trade and Industry (MITI), Ministry of Agriculture and Ministry of Primary Industries. She serves on a variety of boards and committees. Under Dato' Hafsa's leadership, SME Corp. Malaysia is currently undertaking collaboration and cooperation with other SME development agencies at bilateral level. Apart from that, Hashim has also been appointed by Economic Planning Unit (EPU) as an Advisor to the G-G IDS Yemen Study on 'Recommendations for the Industrial Development Strategy for Yemen'. She has also initiated several programmes for the development of women entrepreneurs.



**PETER HARRINGTON** IS A SERIAL ENTREPRENEUR AND TECHNOLOGY INNOVATOR HAVING STARTED HIS FIRST BUSINESS IN 1989 FOLLOWING GRADUATION.

Over 23 years he has created and grown several UK companies. Most recently, Harrington led the development and launch of 'SimVenture', a business simulation allowing people to practice running a virtual company in an engaging and authentic manner. Since SimVenture is now used worldwide in hundreds of academic institutions and commercial organisations, Harrington is a constant traveller and takes an active interest in many global entrepreneurship development issues.



**IRIS E. HARVEY** IS THE VICE PRESIDENT FOR UNIVERSITY RELATIONS AT KENT STATE UNIVERSITY.

She serves as the University's chief strategist on all matters related to advancing the Kent State brand. Harvey has 30 years of business experience, much of it in the private sector. Prior to joining the university, she was the CEO of Market Strategies and Solutions, Inc., a global firm which she founded in Japan. In this entrepreneurial role she was recognized by the U.S. American Embassy in Japan as an example of American enterprise. Her industry experience also includes leadership positions in Fortune 500 corporations including a decade as vice president for a \$1 billion division of Citigroup's Global Consumer Bank. Harvey has been recognized by the U.S. Department of Commerce; the U.S. Small Business Administration; the Washington, DC Board of Trade and the American Chamber of Commerce for her work with entrepreneurs in the United States and abroad.



**MR. SUMIYA HAYASHI** JOINED JAPAN SMALL BUSINESS PROMOTION CORPORATION IN 1976.

Since then, he has been engaged in supporting SMEs for 36 years. From 2010, he was appointed as President of Tokyo SME University and was involved in supporting Human Resource development of SMEs. He is presently the General Manager of International Center and making efforts to support international business development of SMEs. He is presently the General Manager for SME support at the International Centre in Japan.



**MIKE HERRINGTON** CURRENTLY HOLDS THE POSITION OF EXECUTIVE DIRECTOR OF THE GLOBAL ENTREPRENEURSHIP MONITOR (GEM) WHICH IS PART OF THE GLOBAL ENTREPRENEURSHIP RESEARCH ASSOCIATION (GERA).

He is currently based at the Graduate School of Business, University of Cape Town, South Africa. Herrington has been involved with a number of Southern African companies since the 1970s. He was then asked to join the Business School in his present position in 2001. Herrington obtained an MBA from Cape Town University and a PhD from London. He is currently involved in teaching MBA students specializing in New Venture Planning and Entrepreneurship. He is involved in a number of SMME initiatives and has done research on SMME's and entrepreneurship and is part of the prestigious Global Entrepreneurship Monitor.



**DAVID IRWIN** PARTNER - IRWIN GRAYSON ASSOCIATES (UNITED KINGDOM)

## Plenary & Parallel Session Speakers



**NICK NIRANJANA KALIDASS** IS AN INDEPENDENT TRAINING AND SHEQ MANAGEMENT CONSULTANT AND THE FOUNDER OF NQFS MANAGEMENT SOLUTIONS BASED IN NELSPRUIT, MPUMALANGA, SOUTH AFRICA.

He has worked extensively in the Sugar Industry gaining first-hand knowledge of Production Operations, Quality Assurance and Quality Management Systems, Laboratory Management, Food Safety Management, Environmental Management Systems, Customer Satisfaction Surveys, SMME Support Programs and Training. He also has a good knowledge of international Quality and Food Safety requirements. Kalidass has published several papers at National Conferences. He is a senior member of the South African Quality Institute (SAQI) and Board member of the South African Society for Quality (SASQ). Also registered with the Services SETA and AgriSETA.



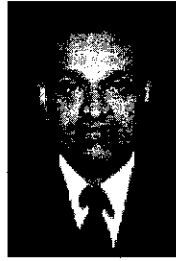
**MR TAKESHI KAWAGUCHI** IS THE SECOND-GENERATION OWNER OF THE NIPPON JOINT, LIMITED.

At Nippon Joint he has developed a sharp sense of business insight in the international arena through many negotiations and overseas technical cooperation. This has led him to assume the third-generation ownership role at Ichikin Co., Limited which was founded in 1936. In order to survive the rapidly evolving digital era, he is exploring new markets and partners not only in Japan but from overseas as well.



**DR WILLIAM KIRKLEY, BA; MA/LLM (HONS); PHD,** IS A LAWYER BY PROFESSION AS WELL AS BEING A QUALIFIED INDUSTRIAL PSYCHOLOGIST.

Dr Kirkley is currently a Senior Lecturer and Researcher in the School of Management at Massey University. He is also the Managing Director of a Business Development consulting practice which assists small and medium size enterprise to improve their profitability and expand into global markets. Dr Kirkley's research interests focus primarily on Entrepreneurial behaviour, understanding its antecedent components, determining how it can be identified and developed. He is currently engaged in contributing to International research regarding the Enterprising Community phenomenon.



**DR. P. KOSHY** WORKS WITH A FOCUS ON ENTREPRENEURSHIP DEVELOPMENT AND MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs).

Koshy is currently the Director of Samadhan Foundation. Previously he was consultant and designed a green business incubator project called Muscat Eco-Enterprise Village. He was coordinator of the research organisation, Pratchi (India) Trust, which was set up by Nobel Laureate Prof. Amartya Sen. He is the founder of Samadhan Foundation ([www.samadhanfoundation.co.in](http://www.samadhanfoundation.co.in)) which focuses on the promotion of micro and small enterprises as well as empowerment of informal sector. He contributes regularly to newspapers and magazines. His research for PhD was on private sector development, privatization and other aspects of economic transition and its social impact with a focus on Russian economy.



**EUGENIA KULA-AMEYAW** IS AN ENTREPRENEURIAL CORPORATE WOMAN WHO HAS SIGNIFICANT STRATEGY, CORPORATE AFFAIRS, PUBLIC PRIVATE PARTNERSHIP (PPP) AND BUSINESS SUPPORT EXPERIENCE.

Her Social Entrepreneurship work focus on SME development with special focus on youth and women. She is a Strategist and an independent, pragmatic decision maker who has engineered change processes in South Africa. She has an MBA in Entrepreneurship and Strategy from Oxford Brookes Business School, Oxford, UK. Kula-Ameyaw is a Founder of BWOSA – a Social Enterprise with a vision to Empower, Position and Grow Black Women owned companies in SA. She sits on a Board and chairs a Finance Committee, Treasurer of South African Women in Mining (SAWIMA) in Gauteng, South Africa.



**DR. AGNIESZKA KURCZEWSKA** IS A RESEARCHER IN THE FIELD OF ENTREPRENEURSHIP WITH AN INTEREST IN ENTREPRENEURIAL INTENTIONS AND OPPORTUNITY PROCESS AND THEIR APPLICABILITY TO ENTREPRENEURSHIP EDUCATION.

Currently she has a position of an assistant professor at the Centre for Finance and Accounting of SMEs at the University of Lodz, Poland. She is the head of the project financed by Ministry of Higher Education in Poland "Entrepreneurship as an interplay between and opportunities and intentions". She is also a Secretary of Pan European Entrepreneurship Research (PEER) association. Agnieszka is an author of over 30 scientific publications.



**SATU LAUTAMÄKI** HAS A PHD FROM THE UNIVERSITY OF VAASA, FINLAND AND IS A PRINCIPAL LECTURER AT VAASA UNIVERSITY OF APPLIED SCIENCES, FINLAND.

Her research interests focus on the development and internationalization of SMEs as well as brand development and design management. Lautamäki is also CEO of Vaalia Ltd and has been working intensively with company executives, consulting and training them about creativity, marketing, branding and image management.



**CHRISTIAN LISTER** CO-FOUNDED X-PRESS LEGAL SERVICES IN 1998. HE WENT ON TO ESTABLISH X-PRESS LEGAL SERVICES FRANCHISING IN 2005, WHICH IS RECOGNISED AS THE FASTEST GROWING WHITE COLLAR FRANCHISE IN 2006, COUTTS BANK REGIONAL FAMILY BUSINESS OF THE YEAR FINALISTS 2007 AND BFA FRANCHISOR OF THE YEAR FINALISTS 2009 AND 2010.

Lister is Chairman of The Association of Independent Personal Search Agents and Communications Director of The Genesis Initiative. He is a Genesis Senate Representative at the Bank of England and a member of the HRH Prince Michael of Kent Genesis Patrons Senate. Lister was appointed the UK Affiliate to the International Small Business Congress for 3 years in February 2011.

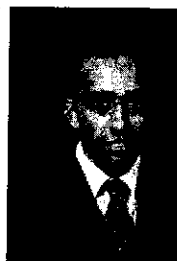


## Plenary & Parallel Session Speakers



**LESTER LLOYD-REASON** IS PROFESSOR OF INTERNATIONAL ENTERPRISE STRATEGY AND DIRECTOR OF THE CENTRE FOR ENTERPRISE DEVELOPMENT AND RESEARCH (CEDAR).

He is Programme Director of the BA (Hons) Enterprise and Entrepreneurial Management. He has considerable experience of research in the area of entrepreneurial management of international SMEs and has more than 150 publications in this field. He has developed numerous research projects for the European Union Phare-ACE. He is a member of the International Council for Small Business, has served for many years on the Board of Directors of the Institute of Small Business and Entrepreneurship (ISBE) in the UK and serves on the Editorial Board of a number of Journals, including the International Small Business Journal (ISBJ).



**YUSUF MAHOMEDI** IS FOUNDER OF THE CONSULTANCY, MILESTONE VENTURES AND WORKSUCKS – MAKE WORK, WORK.

Mahomedy has a Bachelor's degree in Accounting, a postgraduate diploma in Accounting and a postgraduate Advanced Taxation certification. Mahomedy delivers various SME programmes for Business Partners, Enablis, City of Johannesburg Libraries and other institutions. His flagship programme, Wealth, Profit and Cash provides entrepreneurs with a blue print to start and grow their business. Mahomedy lectures on the MBA programme at Mancosa and Regent Business School, in finance and HR. He is the author of two books and has a regular column in HR Future magazine. He has presented at local and international conferences.



**NAZEEM MARTIN** IS THE MANAGING DIRECTOR OF BUSINESS PARTNERS LIMITED, THE SPECIALIST INVESTOR PROVIDING CUSTOMISED RISK FINANCE, TECHNICAL ASSISTANCE AND REAL ESTATE ACCOMMODATION AND MANAGEMENT SOLUTIONS FOR SMALL AND MEDIUM ENTERPRISES (SMES) IN SOUTH AFRICA, MADAGASCAR, KENYA AND RWANDA.

Martin and his team are implementing plans to expand Business Partners' activities into other Southern and East African countries within the next two years. Martin holds a Master of Urban Planning degree at Hunter College of the City University of New York. He also participated in and completed the Advanced Management Programme at Harvard Business School. He has presented numerous papers on topics ranging from entrepreneurship to risk finance for tourism sector SME entrepreneurs at international and South African conferences.



**HELEN G MATUSHEVSKAYA** GRADUATED FROM MOSCOW STATE LOMONOSOV UNIVERSITY, PHD RUSSIAN SOCIAL STATE UNIVERSITY



**DATUK DR. MAZNAH** IS THE SECURIFORCE GROUP EXECUTIVE CHAIRMAN.

She established Securiforce 30 years ago which has become the largest security provider in Malaysia. Securiforce provides a complete and total security package, pioneering the concept of 'total security'. Securiforce Group has expanded their services by offering a Global Logistics and Supply Chain Services with the establishment of Securiforce Logistics with headquarters in Kuala Lumpur and operating overseas offices in Singapore, Thailand, Indonesia, Vietnam, China, Hong Kong, Korea, Turkey. The company also has registered representative offices in Philippines, Germany and United Kingdom. Datuk Dr. Maznah has the vision to have collaboration with potential partners in Middle East, Europe and USA.



**NOKUTHULA MBEBE** ESTABLISHED THE SOMILA BUSINESS SOLUTIONS IN 2006, FORMALLY REGISTERING IT IN 2008.

She had been freelancing in Development Consulting and Auditing since 2003. Mbebe established this entity after she had gathered sufficient experience to contribute meaningfully in the Skills Development Programme and subsequently improve individual lives. Having taught Facilitation, Training and Management, Mbebe has a vision of changing, not just her life, but that of ordinary beings, to becoming extraordinary citizens of South Africa.



**DR IAN MCKEOWN** IS JOINT HEAD OF THE ESBM RESEARCH CLUSTER AND A SENIOR LECTURER IN THE DEPARTMENT OF ENTERPRISE AND STRATEGIC MANAGEMENT AT THE UNIVERSITY OF WOLVERHAMPTON IN ENGLAND.

McKeown's commitment to small firms comes from his previous experience running a small business and his involvement with numerous local businesses through Business Link consultancy projects and the Knowledge Transfer Partnership scheme. His specific research interests include entrepreneurial learning in SME management teams, management team learning, mentoring coaching & learning in small firms, high growth firms and enterprise education. He is a member of ISBE and regularly presents practitioner focused papers at the Institute for Small Business and Entrepreneurship conference and has several publications in the field of entrepreneurial learning.



**MCLEAN SIBANDA** IS AN ADMITTED ATTORNEY OF THE HIGH COURT OF SOUTH AFRICA, A REGISTERED SOUTH AFRICAN PATENT ATTORNEY.

He is CEO of The Innovation Hub, South Africa's only Science and Technology Park. Sibanda has over 7 years of private sector R&D experience with De Beers Industrial Diamonds, and a wide experience in innovation, intellectual property, technology transfer and commercialization of intellectual property. He has served as an IP Expert to the African Union (AU) on the drafting of the constitutive documents including situational analysis (published by the AU as 'Intellectual Property Situation in Africa – A profile' Techno Africa policy monitor (4), African Union-STRC, 2009) for the establishment of the Pan-African Intellectual Property Organization, following the decision of the AU Heads of States. He tutors the World Intellectual Property Organisation (WIPO) courses on Advanced Patent

## Plenary & Parallel Session Speakers



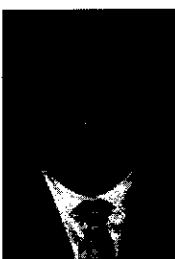
**PROFESSOR JAY MITRA** IS THE PROFESSOR OF BUSINESS ENTERPRISE AND INNOVATION, AND DIRECTOR OF THE CENTRE FOR ENTREPRENEURSHIP RESEARCH AT THE UNIVERSITY OF ESSEX (UK).

He founded the first School of Entrepreneurship and Business, at the University of Essex in 2005, and following rapid growth worked on an internal merger to help establish Essex Business School in 2008. He also leads the International Entrepreneurship Forum, a global network of policy researchers, policy makers and practitioners in the area of entrepreneurship and innovation. Professor Mitra has written and published widely on entrepreneurship, innovation, small firm growth and internationalisation, social responsibility, technology and knowledge transfer between universities and small firms for international refereed journals, international conferences and seminars.



**ALAN MORROW** IS AN EXECUTIVE IN SKILLS AND STRATEGY WITH INVEST NORTHERN IRELAND.

Morrow has worked in Economic Development for 35 years and for the last 20 years has specialised in developing entrepreneurship policy and the management of capability programmes to support entrepreneurs and small businesses. Morrow holds a MSc and a BA from the Queen's University of Belfast and is a Chartered Member of the Chartered Institute of Personnel and Development.



**DR KHALED** HAS WORKED AS CHAIRMAN FOR METROPOLITAN CONSULTING (S.A.E.) FROM 2008 TO PRESENTLY. HE WAS ALSO THE VICE PRESIDENT FOR THE METROPOLITAN CONSULTING INC. (USA) FROM 2000 TILL 2007.

In 2002 he was a partner for Dun & Bradstreet (D&B). Dr Khaled also the Chairman of the Egyptian Credit & Risk Association (ECRA) and the founder of the Egyptian Association for Small & Medium Enterprises. He is a trainer in the area of Credit Analysis and Credit Bureaus reporting for several prominent professional institutions both locally and internationally. Dr Khaled obtained his bachelor degree in Business Administration in Finance from UCLA and then got his Masters degree and Doctorate degree in Business Administration in Finance from the USA as well.



**ROSMERIANY NAHAN-SUOMELA** IS A RESEARCHER (PHD GRADUATE) AT HANKEN SCHOOL OF ECONOMICS AND A SENIOR LECTURER AT VAASA UNIVERSITY OF APPLIED SCIENCES, FINLAND.

Her research interests focus on the development and internationalization of SMEs as well as cross cultural business management. Nahan-Suomela has also been acting as a senior consultant providing corporations and associations with experience-based training in business management, international executive education across cultures.



**SIVUYISE NDZENDZE** IS A PARTNER AT ESAPHA RURAL INNOVATIONS, DIRECTOR AT INNOVATION GATEWAY, DIRECTOR AT SINEGUGU GRANITE PROJECTS, SYSTEMS ANALYST AT ESKOM, COMMITTEE MEMBER OF EMERGING PROJECT MANAGERS GROUP AND TRAFFIC OPTIMISER PATENT OWNER.

He holds BSc Computer Science and Honours BSc Physics from Walter Sisulu University and currently studying towards Masters in Philosophy (Entrepreneurship and Small Business Management) at University of Pretoria. He is a member of Project Management SA, SA Innovation Network, INCOSE and CSSA.



**DR FRANCIS NESHAMBA** IS A SENIOR LECTURER IN STRATEGY AND ENTREPRENEURSHIP AT NOTTINGHAM TRENT UNIVERSITY'S BUSINESS SCHOOL.

He holds a phd degree from Cranfield university's school of management (uk). Dr Neshamba established and led Africa Centre for Entrepreneurship and Growth (ACEG) at Nottingham Business School. His research areas include Family Businesses including Succession Planning; International Business including born-global firms and Foreign Direct Investment in Africa especially the Emerging Partnerships between Africa and China; and Intrapreneurship. Dr Neshamba is Programme Director and Facilitator of Nottingham Academy for Management and Consulting (NAMC) which is an Approved Centre of the Chartered Management Institute and Institute of Consulting in the UK. He is also an active Chartered Manager and Fellow for the Chartered Management Institute.



**LUSAPHO NJENGE** IS THE CHIEF STRATEGY AND INFORMATION OFFICER AT THE SMALL ENTERPRISE DEVELOPMENT AGENCY (SEDA), THE SOUTH AFRICAN GOVERNMENT'S AGENCY FOR SMALL ENTERPRISE DEVELOPMENT.

This function entails aligning the programmes of the organisation with government's mandate for small business development as well as the needs of potential and existing small enterprises, and positioning ICT as a strategic enabler for the organisation. He has a B Com (Accounting) degree, a Postgraduate Diploma in Monitoring and Evaluation Methods as well as Masters in Philosophy (Futures Studies). He has also attended Harvard Business School's Delivering Information Services programme.



**SISA NTSHONA** IS THE HEAD OF ENTERPRISE DEVELOPMENT AT ABSA BANK FOCUSING ON THE DEVELOPMENT AND FOSTERING OF SMES THROUGH INNOVATION AND PRODUCT DEVELOPMENT.

Before his current role within absa, he was the general manager at the small business division, prior to that he worked at absa capital as an investment banker. His insights and expertise in the areas of SME development have been sought by the international community and recently presented a SME development module to the Egyptian Banking Institute in Cairo. An accountant by training, Ntshona also holds an MBA from GIBS and an International Executive Programme from INSEAD in France and Singapore.

## Plenary & Parallel Session Speakers



**ARREY OBENSON** EXECUTIVE DIRECTOR OF GROWTH AND DEVELOPMENT JCI (JUNIOR CHAMBER INTERNATIONAL), INC. (CAMEROON)



**DR. YUKO OGATA** COMPLETED HER PHD IN NUCLEAR ENGINEERING AT KYOTO UNIVERSITY.

After that she has actively participated in various medical projects implemented by Japanese government. In 2002, she founded Medical IT Laboratory Co., MITLA. She has contributed to the establishment of remote EMR systems in areas such as "Olive Mammo Network", a digital mammography telediagnosis system, and "Hello Baby Program", the perinatal EMR system.



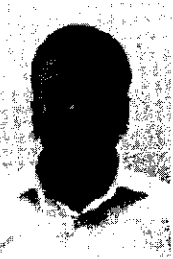
**ELIZABETH OLOFIN** HOLDS A BACHELOR OF SCIENCE DEGREE (ZOOLOGY) AND A MASTER IN EDUCATIONAL MANAGEMENT FROM THE UNIVERSITY OF IBADAN NIGERIA.

She is Head, Training for FATE Foundation. Prior to current appointment, she had held Management positions in a Manufacturing organization as well as in a nonprofit organization. Olofin's professional focus is targeted towards Organizational Development & Learning, Human Capital Development, Training, and Performance Evaluation. She facilitates learning for Intrapreneurs and Entrepreneurs in order to build Individual and Institutional Capacities for sustainable high performance. Olofin has served as a reviewer of Business Concepts/Plans and panelist judge for Business Plan Pitches and Competitions.



**OSAYI ALILE ORUENE** IS THE EXECUTIVE DIRECTOR OF FATE FOUNDATION, A LEADING NOT-FOR-PROFIT ORGANISATION IN NIGERIA WITH A MISSION TO FOSTER WEALTH CREATION BY PROMOTING BUSINESS AND ENTREPRENEURIAL DEVELOPMENT AMONG NIGERIANS.

Oruene holds a Bachelor of Science degree in Sociology from the University of Lagos and a Master's degree in Public Administration from Rutgers University, New Jersey, USA. In recognition of her outstanding leadership and performance in community, economic and social development, she was selected as "Young Global Leader" (YGL) by the World Economic Forum in 2007, NIPRO Global Top 40 Women Under 40 in 2008 and member of the African Leadership Network (ALN) 2012.



**DR. KESSEVEN PADACHI** IS A SENIOR LECTURER IN ACCOUNTING AND FINANCE AT THE UNIVERSITY OF TECHNOLOGY, MAURITIUS.

He completed his PhD degree in Small Business Finance at the University of Technology, Mauritius. His doctoral thesis focused on the financial and working capital management of small to medium-sized enterprises operating in diverse industry groups. Padachi is involved with government agencies and acts as a facilitator on the Entrepreneurship Development Programme. He has helped in capacity building of women entrepreneur and many small and medium-size enterprises (SMEs). Padachi has published his research in international academic journals including Journal of Applied Finance, International Journal of Business Research and International Journal of Finance and Economics.



**ARCHIE PREUSS** HAS BEEN A DIEHARD ENTREPRENEUR FOR 24 YEARS.

He is currently the Chairman of the Roobok property Group as well as the CEO of Rainmakers, an equity/partnership consultancy for entrepreneurs & SME development. His business profile is diverse and dynamic from having started and built an Import business and two Advertising companies to working as a consultant with the South African Black Taxi Associations, SABTA and SALDTA. He accepted a challenge to take over a bankrupt brick manufacturing plant in the Cape and managed to turn the company around, while assisting, a number of business in the property industry where Preuss.



**DILEEP RAO** WAS V.P. OF ONE OF THE LARGEST DEVELOPMENT FINANCE INSTITUTIONS IN THE UNITED STATES OF AMERICA (U.S) WHERE HE FINANCED OVER 450 BUSINESSES AND MANAGED FIVE TURNAROUNDS.

He consults in new business development with governments, including the U.S. government, Fortune 500 corporations, and entrepreneurial companies. He is a columnist for Forbes magazine and online, and Clinical Professor of Entrepreneurship at Florida International University. He has written nationally acclaimed business reference books including Business Financing: 25 Keys to Raising Money (NY Times MBA Series), Handbook of Business Finance & Capital Sources (AMA, NY), and Bootstrap to Billions (uEntrepreneurs.com). Dr. Rao has two engineering degrees and a doctorate in business administration from the University of Minnesota.



**NEREN RAU** ASSUMED THE ROLE OF CEO OF SACCI IN JUNE 2008. RAU HAD WORKED AT THE RESERVE BANK FOR SEVEN YEARS AND HEADED THE FINANCIAL SAFETY NET DIVISION OF THE FINANCIAL STABILITY DEPARTMENT.

Through these roles Rau had extensive experience in researching, negotiating and advising on government policy for the financial sector. During this time, he had delivered expert lectures on access to finance and financial sector transformation, financial regulation, depositor protection, financial safety nets and contingency planning, both locally and internationally. Rau currently also serves as an Independent Member of the Audit Committee of the Johannesburg Tourism Company and was appointed to the Consumer Affairs Committee by the Minister of Trade and Industry.

## Plenary & Parallel Session Speakers



**BILL SCOTT** IS THE EXECUTIVE DIRECTOR FOR REGIONAL BUSINESS WITH INVEST NORTHERN IRELAND. SCOTT HAS 25 YEARS EXPERIENCE IN BUSINESS DEVELOPMENT, AT REGIONAL, NATIONAL AND INTERNATIONAL LEVEL FOR INVEST NI AND SIMILAR UK GOVERNMENT AGENCIES; WORKING WITH SMALL BUSINESSES AND MULTI-NATIONAL ORGANISATIONS.

At international level, Scott held the post of International Marketing Manager for Invest NI, developing relationships and negotiating large scale investments with overseas investors from North America and Europe. He has wide experience of working across many business sectors, including ICT, creative industries, tradable services, health, construction, and engineering. Scott's current role as Executive Director of Regional Business with Invest NI includes responsibility for promoting entrepreneurship, start up and early stage growth of businesses. Scott holds an MBA and is a graduate of the University of Ulster.



**MICHAEL SHERIFF** GRADUATED WITH A BACHELORS OF MECHANICAL ENGINEERING FROM THE UNIVERSITY OF SIERRA LEONE AND A MASTERS DEGREE IN PROJECT AND INNOVATION MANAGEMENT FROM THE UNIVERSITY OF PADUA.

He has worked in different engineering firms and participated in research and teaching activities. He has a wealth of experience in operations and project management. At present, he is pursuing a PhD in Management Engineering at the University of Padua in Italy with research interests in entrepreneurship and innovation. He has presented papers in several conferences and authored some articles.



**NICHOLAS SIBANDA** IS THE MANAGING CONSULTANT OF NICHOLSON INTEGRATED CONSULTING, A FIRM THAT FACILITATES THE DEVELOPMENT OF SME POTENTIAL BY PROVIDING RESOURCES AND CUSTOMIZED SUPPORT.

His professional training includes Education, Youth Development, Theology, Business Leadership and Relational Thinking. Sibanda holds a BCom in Marketing Management from Midrand Graduate Institute. His experience includes working with international students, nonprofit organizational leadership and corporate branding. Sibanda has published several books and booklets and blogs on SME and contemporary issues. He has been a speaker at conferences and events around South Africa and the continent.



**XOLA SITHOLE** IS AN INDEPENDENT BUSINESSMAN WITH VAST EXPERIENCE IN FINANCE AND INVESTMENT, PARTICULARLY IN THE AREA OF DEVELOPMENT FINANCE.

He is a former CEO of Khula Enterprise Finance Ltd, South Africa's flagship development finance institution for small business, a position he occupied for the 5 years up to the end of 2009. Prior to joining Khula he had spent over 9 years at the Industrial Development Corporation (IDC) in various operational, strategic and leadership roles. He has a keen interest in how angel capital, venture capital and private equity can be mobilized to foster the growth of high potential businesses.



**TEBOGO SKWAMBANE** MONITOR GROUP GLOBAL PARTNER AND MANAGING PARTNER OF MONITOR SOUTH AFRICA, (SOUTH AFRICA)



**CATHERINE SUSAN SWIFT** HAS BEEN WITH THE CANADIAN FEDERATION OF INDEPENDENT BUSINESS (CFIB) FROM 1987 TO DATE.

She became Chairwoman in June 1999 after being named Chief Executive Officer in July, 1997 and President in May of 1995. Among her various responsibilities is coordinating policy issues at both federal and provincial levels of government and representing CFIB with politicians, government, business and other groups. Swift studied at the University of Toronto and Carleton University in Ottawa, obtaining a BA (Honours) in Economics in 1977 and an MA in Economics in 1980. She has published numerous articles in journals, magazines and other media on such small business issues as free trade, finance, entrepreneurship and women small business owners. Swift was cited as one of the top 100 most powerful women in Canada by the Women's Executive Network in 2003.



**MR HIROSHI TAKADA** JOINED TOYOTA MOTOR SALES CO, LTD. IN 1969.

From 2001 he worked as a senior executive in charge of product planning, advertising and overseas planning. From 2009, he served as chairman and president of Toyota's affiliated companies. He was appointed as Chairman and CEO of SME Support, Japan in July 2012.



**SHAWN THEUNISSEN** IS THE HEAD OF CORPORATE SOCIAL RESPONSIBILITY AT GROWTHPOINT PROPERTIES.

He is the founder and manager of Property Point, Growthpoint's enterprise development programme, which focuses on the holistic development of small, medium and micro enterprises (SMMEs) and the creation of market linkages within the private sector. Theunissen has over 15 years' experience in senior management roles in both the corporate and non-governmental sectors. His diverse enterprise development expertise includes designing and implementing business support services; creating market linkages between SMMEs and large corporate entities; and providing capacity building support, and process and learning journey facilitation. Theunissen obtained his Master's Degree in concept-making and people-centric innovation from 180 Academy in Denmark.

## Plenary & Parallel Session Speakers



**STEPHEN TIMM** SOUTH AFRICAN POLICY RESEARCHER AND JOURNALIST. (SOUTH AFRICA)



**PROFESSOR TSUGIO IDE** GRADUATED FROM THE UNIVERSITY OF TOKYO AND JOINED THE GOVERNMENT OF JAPAN.

Since then, he engaged in policy making in areas such as macroeconomics, trade, industry, energy, SME, consumer protection, money and finance at Ministry of International Trade & Industry and the Economic Planning Agency. Since 2001 he has served as Honorary Secretary of a Steering Committee of International Small Business Congress.



**MARIE-FRANCE TURCOTTE** IS PROFESSOR AT THE UNIVERSITY OF QUEBEC AT MONTREAL (UQAM), DEPARTMENT OF STRATEGY, SOCIAL AND ENVIRONMENTAL RESPONSIBILITY.

She is co-Chair on Social Responsibility and Sustainable Development and director of the French office of the Network for Business Sustainability. She received a PhD from the Montreal's joint program in administration based at the University of Québec at Montreal. Her academic work has focused on multi-stakeholder collaborations, corporate social and environmental responsibility, soft regulations mechanisms such as social and environmental certification schemes, as well as more generally businesses' relations with social movements. Turcotte has published more than 50 articles in international academic journals, book chapters, and international academic conferences proceedings papers and books.



**UKPBIO G. MIRABEL** RECEIVED HER DEGREE IN BUSINESS ADMINISTRATION.

She went on to complete an MBA. In 2011 she joined the National Centre for Technology Management (INACETEM), an agency of Federal Ministry of Science and Technology in 2011. Her responsibilities include research, training, and consultancy in the area of Science, Technology, Innovation and Enterprise Management. She is currently completing her second Master degree in Technology Management from the African Institute of Science Policy and Innovation (AISPI), Obafemi Awolowo University, Nigeria. She has attended academic conferences and workshops in the areas of Technological Innovation, Entrepreneurship and evidence based policy making.



**LIA VANGELATOS** CHIEF INVESTMENT MANAGER - ZIMELE, ANGLO AMERICAN. (SOUTH AFRICA)



**BRIAN WALSH** IS CONSIDERED A LEADING AUTHORITY ON ENTREPRENEURSHIP AND HUMAN BEHAVIOUR. HE IS THE FOUNDER OF THE REAL ENTREPRENEUR™ INSTITUTE, A PRIVATE RESEARCH AND EDUCATION ORGANISATION.

Walsh has many years' experience as an entrepreneur, running over 13 companies ranging from music studios to a publishing company. In 1996 Walsh realized his passion in life was to 'help people help themselves' and having been an entrepreneur all of his life he decided to focus his work on entrepreneurs. Walsh's vision is to create a community of over 1 million entrepreneurs throughout Africa, and to help as many of them as possible to become wealthy and free.



**DR. JOHN L. WEST**, PROFESSOR OF CHEMISTRY, JOINED KENT STATE UNIVERSITY IN 1984 AS A SENIOR RESEARCH FELLOW OF THE LIQUID CRYSTAL INSTITUTE.

He established FLEXMatters, an Ohio collaboration designed to support the growth of the flexible electronics industry in the state. In July 2010 he returned full time to his faculty position to concentrate on funded research projects. In July of 2012 he was named University Trustee Professor. Dr. West maintains an active and productive research program. He has published over 125 articles and holds seventeen U.S. patents related to liquid crystal materials. He concentrates his research on the development of flexible electronic and cholesteric materials for use in displays and related electro-optic devices. Dr. West earned a B.S. in chemistry from the College of William and Mary, an M.S. in chemistry from Carnegie Mellon University and a Ph.D. in physical chemistry from Carnegie Mellon University.



**CATHERINE WIJNBERG** IS RECOGNISED AS A CATALYST FOR HER INNOVATIVE THINKING IN THE FIELD OF SMALL BUSINESS DEVELOPMENT.

Her business and personal vision is to 'Change lives for the better, forever.' She is Director and Founder of Fetola ([www.fetola.co.za](http://www.fetola.co.za)) a fast growing economic development agency as well as the Fetola Foundation, a not-for-profit organization made up of respected development practitioners across Southern Africa. Wijnberg holds a Masters Degree in Agriculture from the University of Queensland and an executive MBA from Henley Management College. Wijnberg is passionate about nation building and sustainable community development, as well as developing resources to unlock the potential of historically marginalized sectors of society.

## Plenary & Parallel Session Speakers



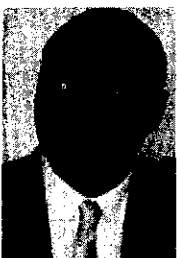
**DR. ELIADA WOSUGRIFFIN-EL** IS A SENIOR LECTURER AT UCT'S GRADUATE SCHOOL OF BUSINESS (GSB) AND APPOINTED ACADEMIC OF THE BERTHA CENTER FOR SOCIAL INNOVATION AND ENTREPRENEURSHIP AT THE GSB.

She received her doctorate from the University of Pittsburgh Graduate School of Public and International Affairs (Pennsylvania, USA). At the GSB she provides teaching on entrepreneurship and social entrepreneurship. Dr. Griffin-EL's research looks at the structural embeddedness of social and small-scale entrepreneurship in African emerging markets - specifically South Africa - via an exploration of the strategic use and entrepreneurial value of their social networks. She currently serves on the Steering Committee of the African Social Entrepreneurship Network of the Western Cape, and provides voluntary consulting to various emerging social enterprises in the Western Cape.



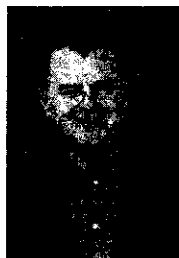
**MR KATSUHIRO YAMAMOTO** FOUNDED YAMAMOTO SEISAKUSHO INCORPORATED IN 1967.

The company incorporates fine blanking technology in metal press fabrications and has become a leading company in Japan. He is active both nationally and internationally, devoting his effort to the invigoration of the industry and community. He is also the head of Cross-Industrial Association, "Ossu Eleven Technical Consortium".



**JONATHAN YUSUF** IS A PRODUCT DEVELOPMENT MANAGER AT THE DEVELOPMENT FINANCE DEPARTMENT OF THE CENTRAL BANK OF NIGERIA.

He has worked at the Central Bank of Nigeria for eight years, during which his contributions led to the design and development of specific sector interventions in the area of SME finance, microfinance and agriculture financing. He holds a Bachelor of Technology Degree in Agricultural Economics from the Federal University of Technology Yola, Nigeria and a Master's of Science Degree in Development Finance from the University of Reading, United Kingdom.

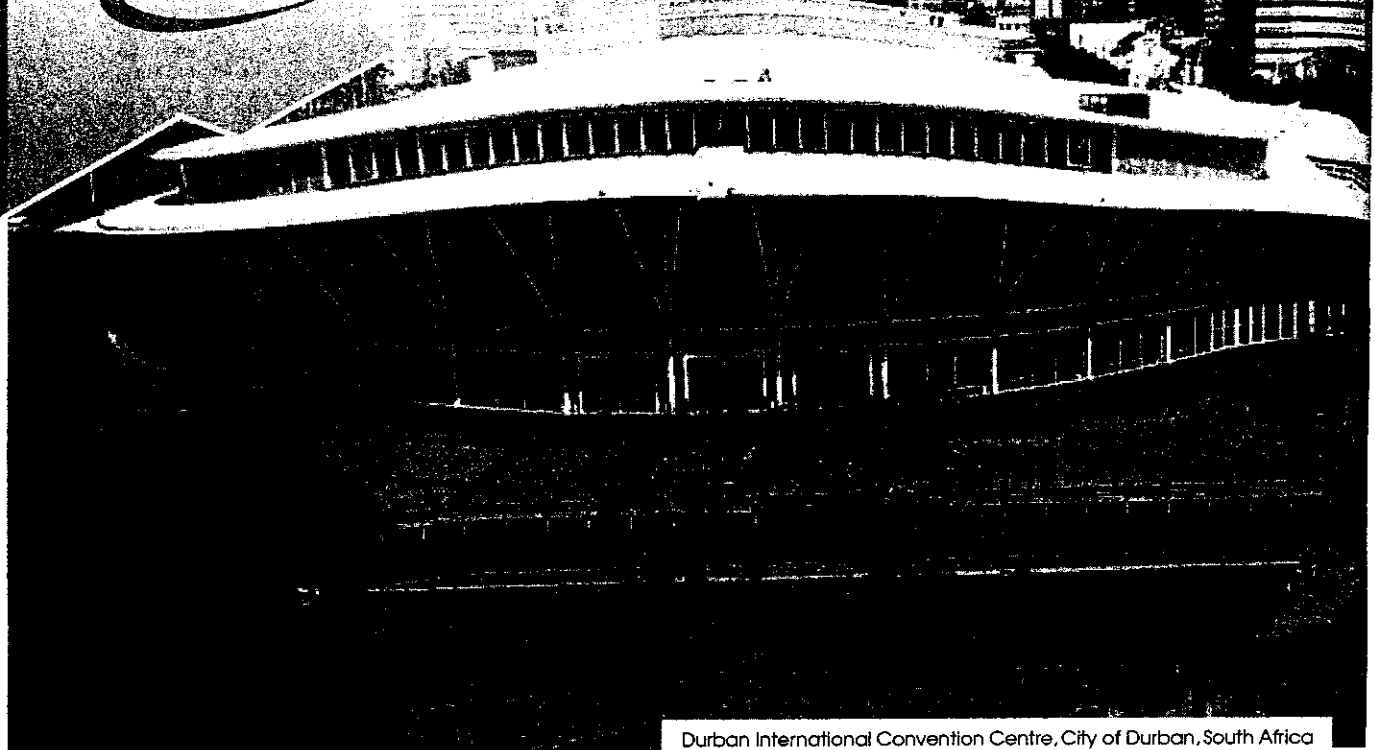


**BEN ZAAIMAN** HAS BEEN THE MANAGING DIRECTOR OF DCISIO CONSULTING SINCE 2001.

Dcisio is a consultancy specialising in the design and implementation of innovation and entrepreneurship support programmes. Zaaiman has extensive experience in designing and establishing local, regional and national programmes in South Africa, Botswana, Ghana, and Kenya. These programmes focus on high tech innovation in the aerospace, renewable energy, and ICT fields, as well as on job creation in fields ranging from agribusiness, leather manufacturing, and business process outsourcing, to tourism. He holds an MBA from UCLA, and a Bachelor in Industrial Engineering from the University of Pretoria.

# ICSME 2013

International Conference on  
Small & Medium Enterprises



Durban International Convention Centre, City of Durban, South Africa

## 19TH INTERNATIONAL CONFERENCE ON SMALL AND MEDIUM ENTERPRISES (ICSME)

- Theme:** Beyond the downturn: Revitalising the global economy through small and medium enterprises
- Focus:** An examination of policies, strategies and programmes to stabilise the fragile world economy and relaunch it onto a new growth trajectory through new and existing actions that place small and medium enterprises at the centre of the quest for future growth
- Date:** 19-22 September 2013
- Venue:** Durban International Convention Centre, City of Durban, South Africa
- Website:** [www.wasmeicsme2013.org](http://www.wasmeicsme2013.org)
- Email:** [info@wasmeicsme2013.org](mailto:info@wasmeicsme2013.org)

## CONFERENCE SYNOPSIS

The World Association for Small and Medium Enterprises' (WASME) annual International Conference on Small and Medium Enterprise development (ICSME) is a prestigious annual event, which brings together under one roof business support organisations, policy makers, banks and financial institutions, international experts, academics, entrepreneurs, UN and other international and multi-national Aid Agencies concerned with small business development.

*"WASME will provide its fullest support to make ICSME 2013 a grand and highly successful SME event"*

– WASME Secretary General

### SPONSORS



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### ORGANISER



[www.osiba.co.za](http://www.osiba.co.za)

## SOCIAL EVENTS





# YOU ARE INVITED TO THE ISBC WELCOME COCKTAIL

**Venue:** Located in the heart of Johannesburg's art and culture precinct, Newtown, Turbine Hall is more than a refurbished power station it's also an architectural masterpiece.

**Date:** 15th September

**Programme Director:** Ms Lucia Motloung  
2012 National President: Junior Chamber International, South Africa

## Programme

- 17h00 : Bus Shuttles transport guests from Sandton Convention Centre (outside SCC) to Turbine Hall
- 18h00 : Guests arrive at Turbine Hall  
Registration & Welcome Drinks
- 18h30 : Hostesses usher guests to basement venue  
Presentation by Johannesburg Tourism
- 19h10 : Welcome Address: NAFCOG
- 19h20 : Address by Mr Lionel October, Director General: Department of Trade & Industry
- 19h45 : Keynote address by Councillor Ruby Mathang, Member of the Mayor's Committee for Economic Development, City of Johannesburg
- 20h15 : Closing remarks by Congress Director Septi Bukula  
Cocktail snacks & drinks are served
- 22h00 : Evening Closes  
Shuttles take guests back to SCC in rotation

# YOU ARE INVITED TO THE ISBC GALA DINNER

**Venue:** Sandton Convention Centre

**Date:** 17th September

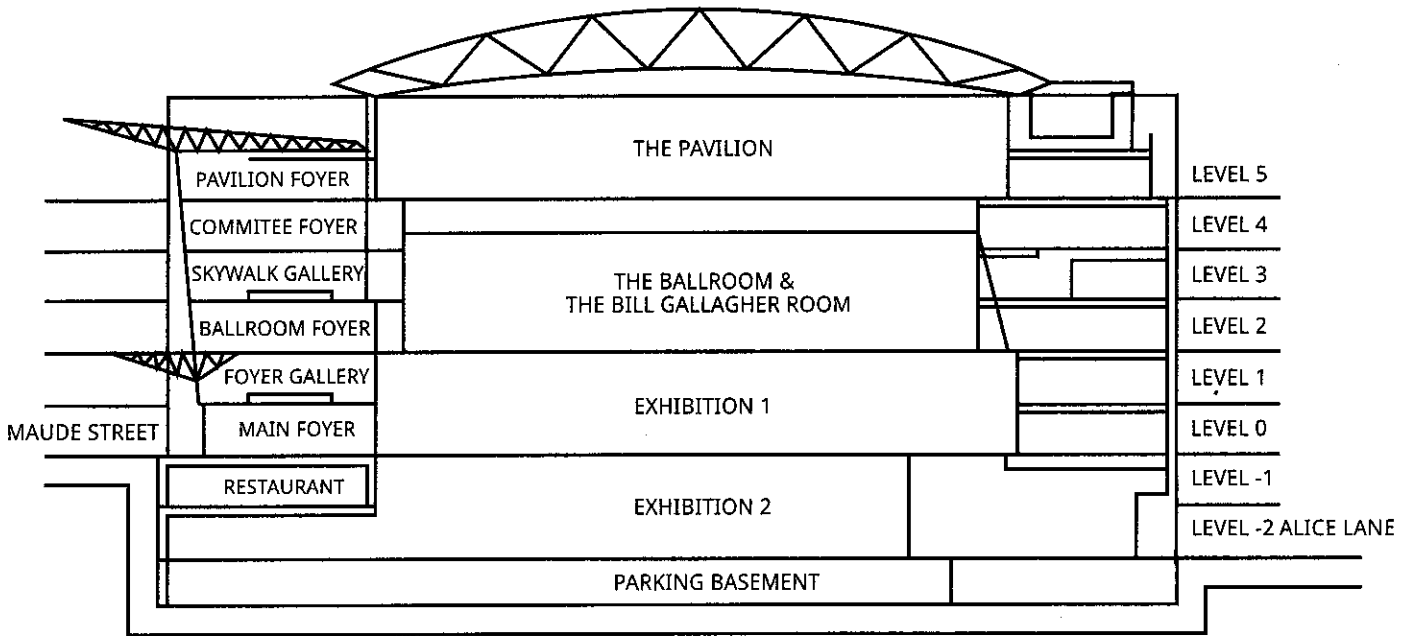
**Programme Director:** Phillip Usiba  
Deputy President of FABCOS

## Programme

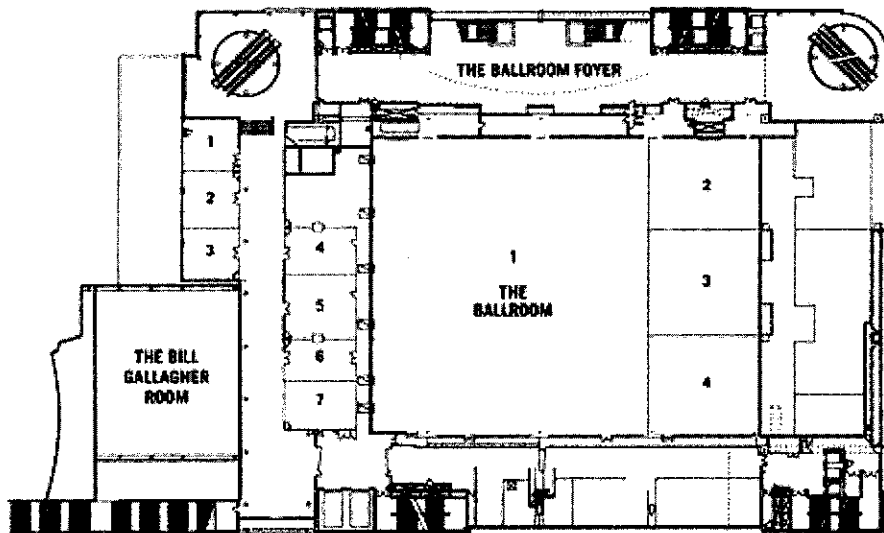
- 18h30 : Guests arrive Ballroom SCC foyer  
Registration / Welcome Drinks / Starters
- 18h45 : Hostesses usher guests into venue. Drinks waiter service.
- 19h10 : Welcome address by CEO of Johannesburg Tourism
- 19h20 : IDC Presentation - Address by CEO of IDC
- 19h35 : SEDA Presentation  
Address by CEO of SEDA Hlonela Lupuwana
- 19h50 : Address by ISBC President Catherine Swift
- 20h15 : Keynote address  
Deputy Minister of DTI: Ms Elizabeth Thabethe
- 20h35 : Dinner is served / Entertainment
- 21h15 : Closing remarks by Congress Director: Septi Bukula
- 21h30 : Entertainment
- 21h45 : Dessert served
- 22h30 : Evening ends

# SCC VENUE PLAN

# Sandton Convention Centre Venue Plan

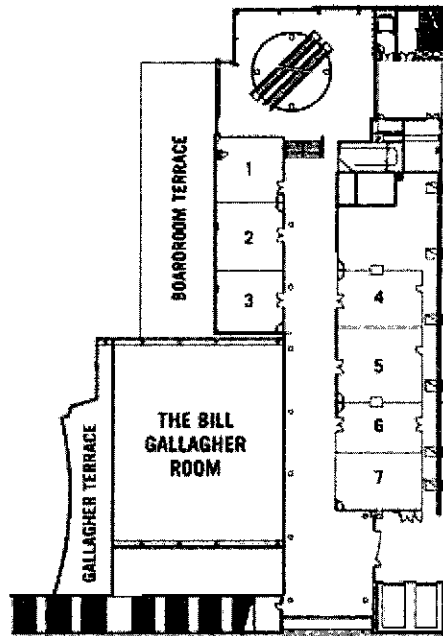


## Conventions, Meetings and Banquets, Level 2



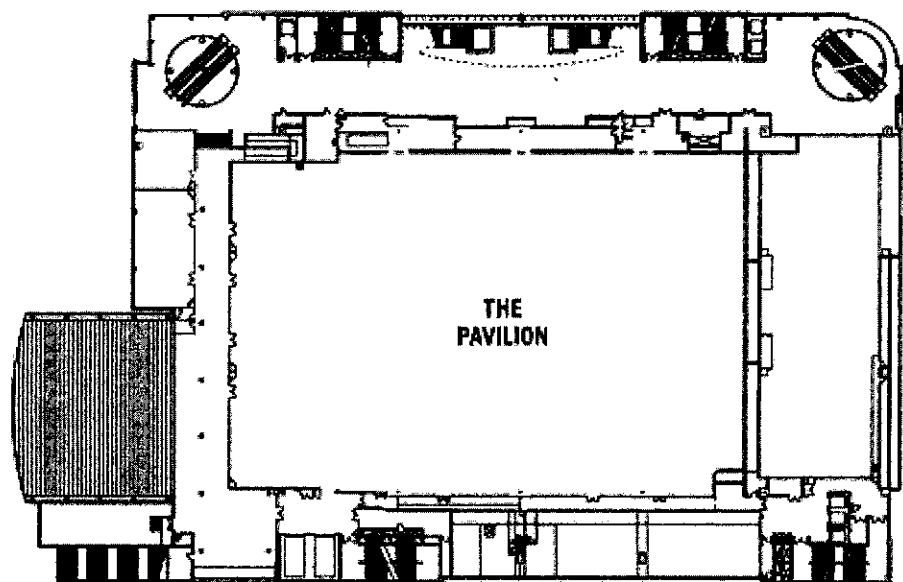
# Sandton Convention Centre Venue Plan

## Boardrooms and The Bill Gallagher Room Level 2



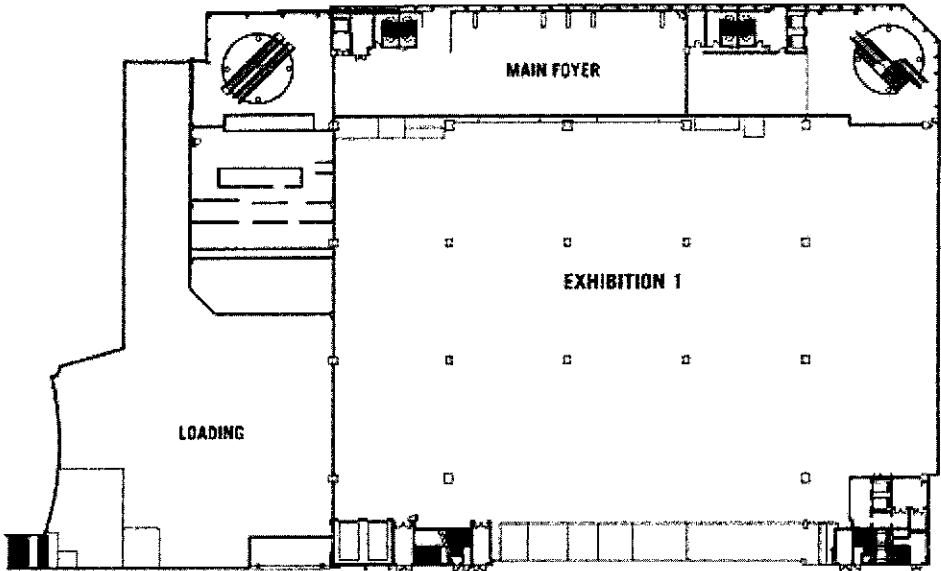
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## The Pavilion, Level 5



# Sandton Convention Centre Venue Plan

Exhibition 1, Level 0

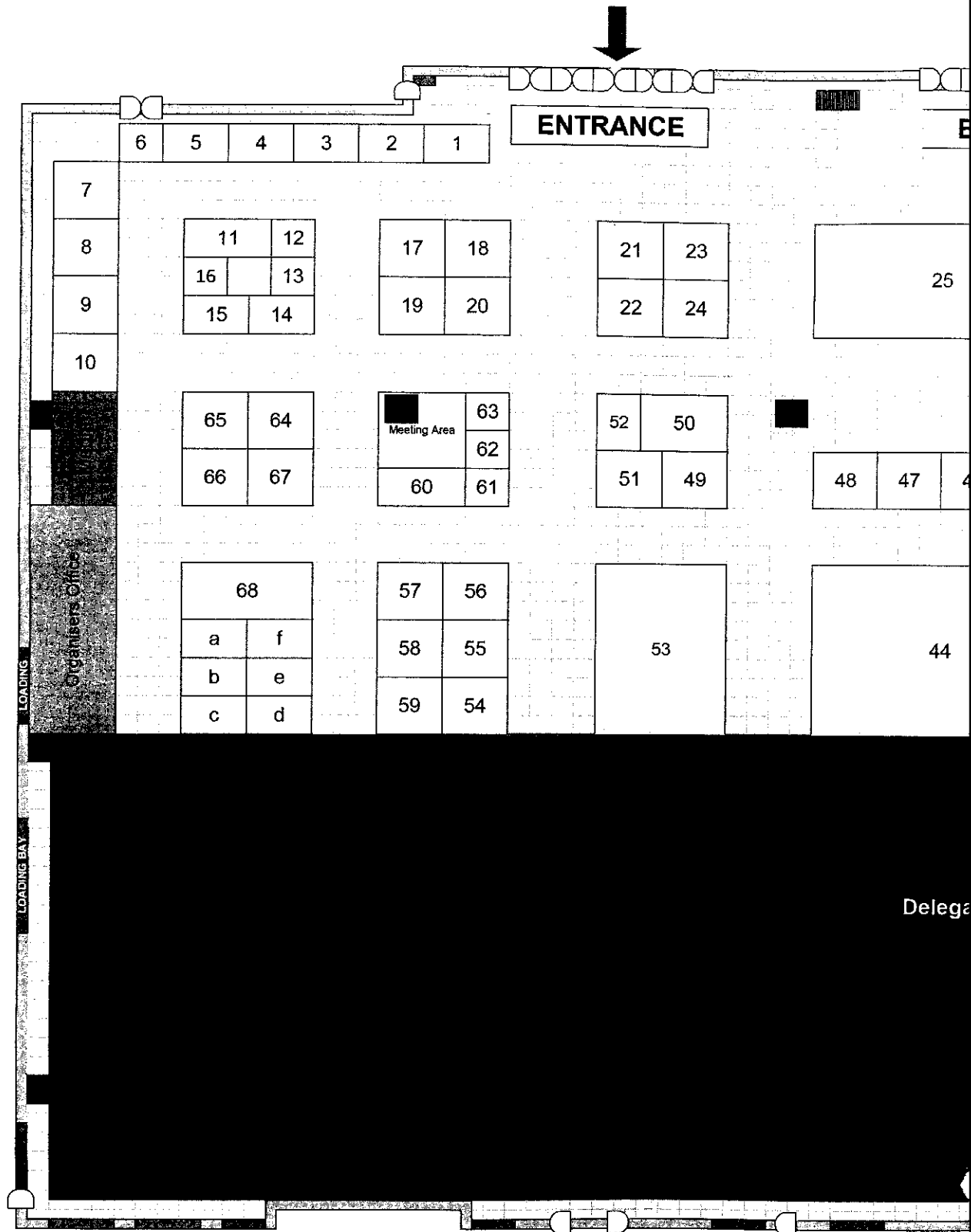


EXHIBITION FLOOR PLAN




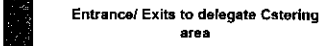
COMPANY NAME	STAND NUMBER
Companies and Intellectual Property Commission (CIPC)	2
Change the Conversation	12
Venture Simulations Ltd	14
Central University of Technology, Free State	19
The Business Place	20
Trade & Investment KZN	25
SEDA	31
Automotive Industry Development Centre	32
Institute of Business Advisors	49
University of Johannesburg	41
DTI	42
Gauteng Enterprise Propeller	44 (GEP)
Cakna Sdn BHD	45
Muslimah Manufacturing SDN BHD	46
Wholesale & Retail Seta	51
China Association of Small and Medium Enterprises (CASME)	52
Jwale Construction (Pty) Ltd	40
Bluebird Marketing cc t/a Traction	60
Proudly South African	68
SAFA	47 - 48
South African Institute for Entrepreneurship	60 (Sharing with traction)

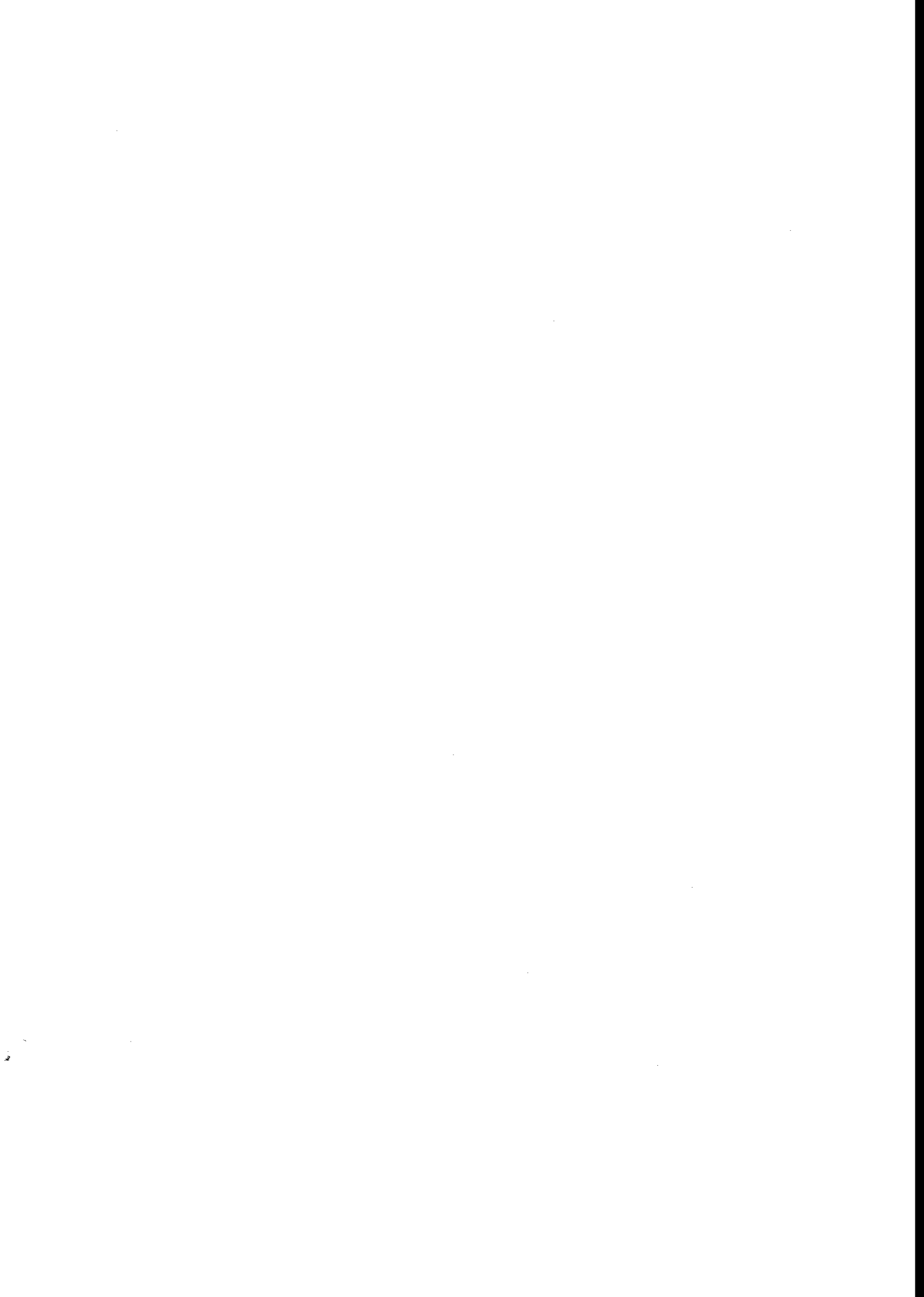


# Exhibition Floor Plan

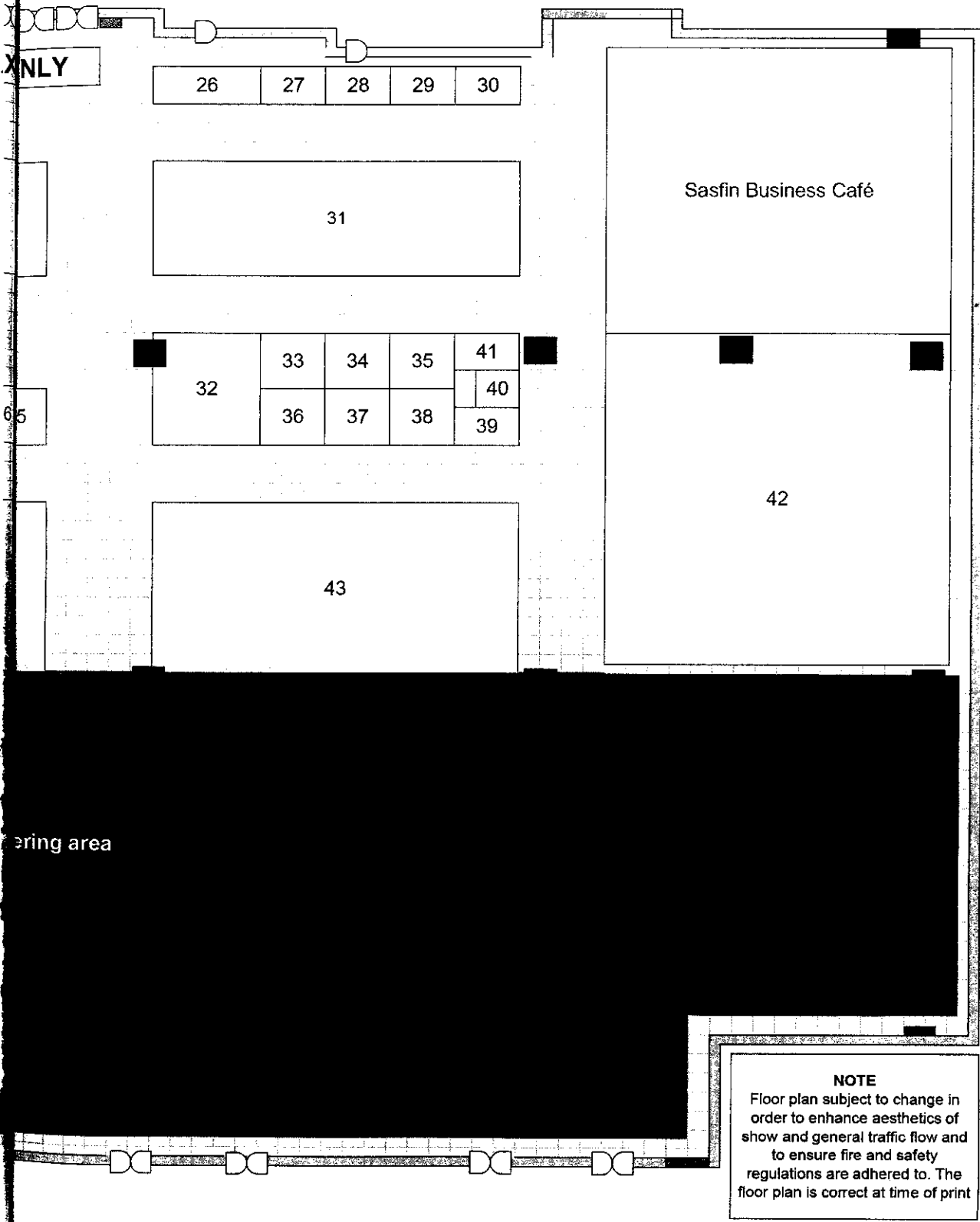


KEY:

-  Pillars
-  Loading Bay
-  Fire Exits
-  Entrance/ Exits to delegate Catering area



# EXHIBITION HALL 1 SANDTON CONVENTION CENTRE, JOHANNESBURG





JOHANNESBURG

## The Neighborgoods Market in Braamfontein

The Neighborgoods Market takes place every Saturday rain or shine in Johannesburg. The market reflects our commitment to urban regeneration and the goal to revive and reinvent the Public Market as a civic institution. Market-goers can expect to find an assortment of goods from local artisan producers, purveyors, gourmet merchants, specialty cooks, regional farmer's estates, as well as a selection of local designers.

## Arts on Main

Artists of Johannesburg unite at Arts on Main where galleries dominate! Whether you're looking for the latest contemporary exhibitions or photographic installments, Arts on Main is the place to find it.

## Carlton Centre Top of Africa

The Carlton Centre is the tallest building in Africa.

## Chancellor House

In 1999 Chancellor House declared a provisional national monument. Mandela and Tambo's office at the building ran for eight years, from 1952 to 1960. Both were arrested in 1956 and tried for treason.

## Mining District in Downtown

Main Street has always been home to mining company headquarters, such as Anglo Platinum, Anglo Gold, Goldfields and BHP Billiton, as well as the Chamber

of Mines. With this in mind, street art includes a replica of the Mapungubwe Rhino while a stamp mill and mining headgear are also installed along the stretch. Mining artifacts and equipment were placed strategically along Main Street Mall to emphasize the mining theme. The Mapungubwe' Rhino statue was placed with a story board depicting the history of the first gold mining in South Africa.

## Newtown Precinct

Mary Fitzgerald Square to take pictures named after Mary "Pickhandle" Fitzgerald who came to South Africa from Ireland in 1900 and was South Africa's first female trade union organizer. The square was officially named after her in 1986. On 2 July 2005, Mary Fitzgerald Square hosted the Johannesburg leg of the Live 8 series of concerts organized by Bob Geldof. Museum Africa is a fascinating window into the cultural history of South Africa; The Bushman rock paintings in the South African Rock Art Museum are one of the finest collections of San artwork in the world. Life-like displays of shanty towns and shebeens give a true feeling of life in the townships and squatter camps of Soweto. Market Theatre - A visit to Johannesburg is incomplete without a night out at this internationally acclaimed theatre, made famous as the first integrated theatre.

## SAB World of Beer

The World of Beer was born in 1995, an iconic year in South Africa's history. It was the year we came together as a nation to lift the Rugby World Cup trophy, and the year SAB celebrated a century of brewing mastery. To

commemorate this milestone, the company opened what was then known as the Centenary Centre, a museum showcasing the history of South African beer. It was one of the first major investments made in the Newtown Cultural Precinct, which ultimately paved the way for future developments in the area.

## Johannesburg Art Gallery

The gallery is housed in a beautiful building designed by Edward Lutyens, who was very much involved in the design and building of New Delhi. The art gallery is a treasure trove in the midst of a buzzing, throbbing third world city - the largest gallery on the sub-continent with a collection larger than that of the SA National Art Gallery in Cape Town. Famous for: having the biggest art collection on the sub-continent, including an extensive collection of contemporary art.

## Origins Centre

A museum in Africa for the people of the world - offering visitors a unique experience of Africa's rich complex and mysterious past. The narrative structure of the Museum takes visitors through an extraordinary journey of discovery.

## Golf Reef City Theme Park for Underground Mine Tour

A unique experience awaits you as you enter the historical world of Gold Reef City Theme Park. This magical trip down memory lane will tell you all about how Johannesburg came into being, how gold was discovered on the reef and how the lives of men and women

# Tourist Guide of Johannesburg

formed an integral part of a rich and fascinating heritage.

## Apartheid Museum

As the first of its kind, the Apartheid Museum illustrates the rise and fall of apartheid. The museum is a beacon of hope showing the world how South Africa is coming to terms with its oppressive past and working towards a future that all South Africans can call their own.

## Orlando Towers for Bungee Jumping and Scad Diving

The two cooling towers are a prominent landmark in Soweto. They were built in 1951 to replace the spray pond cooling system used up to that time. Both towers are painted, one functioning as an advertising billboard and the other containing the largest mural painting in South Africa. The towers are also used for bungee and jumping from a platform between the top of the two towers as well as a bungee swing into one of the towers.

## The Mandela Family Museum

The Mandela Family house is where former President Mandela and Winnie and their two daughters Zenani and Zindiswa lived in the 1960s before the former President went to prison.

## Bishop Desmond Tutu's house

The Tutu home is still being used as a family home and it can only be seen from outside. Vilakazi Street is the only street in the world to have two Noble Peace Prize Laureates.

## Hector Pieterse Memorial & Museum

The facility was built by the City of Johannesburg with a memorial for Hector Pieterse and a museum that documented the history of the 1976 Soweto Uprisings. The site is where the first confrontation with the police took place and where the 13 year old Hector Pieterse was killed.

## Balloon Safaris

Bill Harrop's "Original" Balloon Safaris has been operating as a legally licensed balloon Air Transport Service since 1981. It is a family business run by Bill Harrop, his wife Mary, son Sam and daughter Sarah working in partnership with over 60 full time, part time, contract and casual staff. Only qualified and experienced professional pilots are employed, and over five-thousand very happy passengers a year are testimony to our professional attitude in entertaining you to one of the most memorably enjoyable experiences of your life.

## Lion Park

A magnificent park only 30km from Joburg comprises 200 hectares of grassland and forests. Many species of game can be sighted here. See prides of lions in the lion enclosure. There is also a petting zoo for the children.

## Rosebank Craft Market and Rosebank Mall

African Craft Market in Rosebank has been hailed as the most successful development of its kind in South Africa. In an unprecedented upliftment

exercise, this initiative formalised hawker trade in Rosebank by relocating local pavement traders to an economically viable alternative. They will also visit various special design stores, Stoned Cherrie and YDE- Clothing shop (Young Designers Emporium).

## Johannesburg Zoo

The Joburg Zoo is one of the most popular local and tourist attractions situated in the leafy northern suburbs of Johannesburg. The Zoo covers 81 hectares of land and was founded in 1904, as a piece of land donated to the public for recreational use by the firm of the late Hermann Ekstein. The Joburg Zoo houses over 320 species of animals, totaling about 2000 animals; it is open to the public 365 days a year, including Christmas, New Year's Day and during the Easter holidays. The zoo is internationally accredited and highly respected for its husbandry practices, which includes maintaining a high standard of animal welfare, nutrition and ethical conduct

## Cooking experience with Taste Buds in Randpark Ridge

This is a private cooking school. Thai food offers a variety of flavors and tastes. The subtle mixing of herbs and spices and interesting ingredients makes dining a special culinary experience. Trends show that more and more South Africans consider themselves "foodies" and "cooking enthusiasts" and embrace cooking as a leisure pursuit. Our culinary school focuses on the entertainment side of cooking, whilst teaching everybody a tip or two. The kitchen is stocked with everything you need from the smallest

measuring spoon to the biggest pot, as well as every 'mod-con' that will make your cooking experience so much easier.

## Lilliesleaf

Once the headquarters of Umkhonto we Sizwe, the military wing of the ANC and the Congress Alliance, Lilliesleaf holds a position of esteem among struggle landmarks in South Africa. Visitors experience a first-hand account of the events and circumstances leading up to the infamous raid of the Rivonia farm, as well as insights into some of the revolutionary personalities who helped to shape South Africa's democracy.

## Everard Read Gallery

Southern Africa's most famous commercial art gallery was established in the young mining town of Johannesburg in 1912. Over the years the gallery has grown in size and sophistication with the emergence of Johannesburg as Africa's business and financial capital.

In 1980 the gallery moved from its elegant downtown location to a purpose-built building in the prestigious precinct of Rosebank. The building, an outstanding example of post-modern architecture, has become a much admired landmark. Surrounding a charming 1920's house, which is the gallery's administrative centre, is a curvaceous structure comprising sculpture courtyards and four exhibition areas of various proportions with clerestory windows that ensure abundant daylight. The sculpture courtyards and indigenous gardens draw the outdoors in, creating a beautifully inviting space for visitors

from all walks of life. The gallery reflects the same cosmopolitan and energetic qualities that this fantastic city has to offer. Everard Read has become synonymous with the finest art emanating from Southern Africa. Many of this region's most celebrated painters and sculptors, both traditional artists of the past and emerging talent, exhibit with Everard Read which is also the agent for fine artists from elsewhere in the world.

## Goodman Galleries

The gallery is at the forefront of contemporary art in South Africa. Its focus is on artists – from South Africa, the greater African Continent, and other countries – who engage in a dialogue with the African context.

## African Romance for a Diamond tour

Do a tour and experience the magic of a diamond's journey from the "mine to your finger." At African Romance™ we polish rough stones on site. You can witness the transformation of a rough diamond into a glittering work of art. Our luxurious and unique environment will fill you with a sense of African elegance and ease. You can tour our world class facilities or select your preferred diamond and appropriate jewellery design. Our attentive sales team and expert staff will share your journey and enrich your experience.

## Grand central for Fly jozi

Flight Sightseeing over Joburg and Soweto.

## Cherrie Fashion House

For a special tour and viewing of current designs. Meet with the curators of Africa Fashion Week for a chance to get the lowdown on the continent's biggest fashion event.

## Ngwenya Glass Village at Fourways

Shades of Ngwenya glass blowing factory is the hub of the Ngwenya Glass Village, only 20 minutes from JHB, a glass wonderland where you can watch the ancient art of glassblowing at work and buy fabulous handmade recycled glassware.

Please contact Johannesburg Tourism Company for more information with regards to any of the above and/or any further tourism related enquiries using the contacts above.

**Johannesburg Tourism Company**  
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**Email: [laurav@joburgtourism.co.za](mailto:laurav@joburgtourism.co.za)**



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