

BusinessDay TV

SME SUMMIT

CONFERENCE | SHOWCASE | NETWORK

In partnership with



PROGRAMME

- 07h00 – 08h00** **REGISTRATIONS & NETWORKING**
- 08h00 – 08h12** **WELCOME**
- 08h15 – 08h35** **SETTING THE SME LANDSCAPE AS A GROWTH AREA IN SOUTH AFRICA**
Lindie Engelbrecht - Executive Director: Members & Global Alliances, SAICA
- 08h38 – 08h48** **EFFECTIVE TOOLS FOR MARKETING & SELLING YOUR BUSINESS**
Presentation - The Importance of having an effective online presence
Vika Mpisane - Chief Executive Officer, ZADNA
- 08h51 – 09h31** **Panel - Integrating digital & traditional marketing**
Velly Bosega - Founder and Managing Director, Adclick Africa
Dr Carla Enslin – Head of Strategy and New Business Development, Vega School
Riaan Wolmarans - Head of Digital Audience Development, Times Media
Matthys Esterhuysen - ECD, Hellocomputer
MODERATOR: Arye Kellman - Broadcaster & Creative Director, Cliff Central
- 09h34 – 09h49** **Presentation - The new way to sell**
Roslyn Lavery - Business Development Manager, Payfast
- 09h52 – 10h22** **TEA BREAK**
- 10h25 – 10h55** **KEYNOTE INTERVIEW – MY JOURNEY – THE UP'S AND DOWNS**
Steven Cohen – Former Head, Sage One International
MODERATOR: Alishia Seckam - Senior Anchor, Business Day TV
- 10h58 – 11h18** **DE-RISKING CREDIT SALES FOR THE ENTREPRENEUR IN A WEAK ECONOMY**
Charles Nortje – Chief Executive Officer, Credit Guarantee Insurance Corporation (CGIC)
- 11h21 – 11h41** **THINK DIFFERENTLY™1 - HOW TO INNOVATE AND STAY AHEAD**
Nicola Tyler - Founder & CEO of Business Results Group
- 11h44 – 11h59** **THE OPPORTUNITY THAT TRANSFORMATION HOLDS FOR SME'S**
Yusuf Randera-Rees – CEO & Founder, The Awethu Project
- 12h02 – 13h02** **LUNCH BREAK**
- 13h05 – 13h45** **GAINING ACCESS TO MARKETS**
Allon Raiz – Founder, Raizcorp
Martin Feinstein - Managing Director, SME-LAB
Zaid Mohidin – Chief Executive Officer, New Generation Mindset (NGM)

Bernard Swanepoel – President, AHI

MODERATOR: Stephen Gunnion - Anchor/ News editor, Business Day TV

13h48 – 14h08

HOW TO SCALE YOUR BUSINESS – THE 12 DISCIPLINES

Jason Goldberg - Founder of 10XE; Founding Director of Edge Growth; Co-Founder of Vumela Fund

14h11 – 14h26

BEYOND BUZZWORDS: CREATING KNOWLEDGE AND RESEARCH BASED INSIGHTS THAT ENTREPRENEURS CAN LEVERAGE

Prof. Boris Urban - WBS Professor & Chair in Entrepreneurship

14h29 – 14h59

HEAR SOME OF SA'S ENTREPRENEURIAL SUCCESS STORIES

Katlego Maphai – Chief Executive Officer, Yoco
Faraimose Kutadzaushe – Founding Director, Supreme Brand
Mark Forrester - Co-founder, WooThemes

MODERATOR: Lynette Ntuli – CEO, Innate Investment Solutions

15h02 – 15h30

CLOSING REMARKS BY MC