

BusinessDay TV
SME SUMMIT
 CONFERENCE | SHOWCASE | NETWORK



IGNITING
 GROWTH
 POTENTIAL

BUSINESS DAY TV SME SUMMIT PROGRAMME
8 March 2018

07:45 Registration and refreshments

Master of Ceremonies: Nik Rabinowitz

08:45 Welcome address

Vernon Matzopoulos, Managing Director, Business Day TV

Lindie Engelbrecht, Executive Director: Members & Global Alliances

09:00 The 5 Immutable Secrets to Success: Expert Advice for SME's

Tap into the mind of one of South Africa's most talented and successful entrepreneurs, Turnaround Strategist, Inspirational Business Speaker and Dragon Investor, **Lebo Gunguluza**, in an interview with **Alishia Seckham**, anchor of Business Day TV as we delve into:

- **What makes an SME truly successful?**
- **What do venture capitalists consider when investing in a business?**
- **What advice could you give businesses when planning a sales and marketing strategy?**
- **At what stage should technology be brought into the picture?**
- **What are the learning's behind your personal journey?**

09:20 Re-imagine the light bulb -Protecting and leveraging SME's Intellectual Property in the 21st Century

This session, presented by **Darren Olivier, Partner at Adams & Adams**, examines strategies for identifying intellectual property assets, and how properly protecting and monetising such IP can have a substantial impact on an SME's success.

09:40 The importance of a big picture scale strategy

Every small business owner should be looking to the future, and that means having the ability to scale their business. Yet, many SME's run into some specific and common challenges when trying to do so. There's a huge difference between keeping your first client happy and keeping 100 or more clients satisfied.

Helping you get clarity and unlock new trains of thought, Join **Graham Mitchell, Business Coach from Grow Business Coaching** as he talks tactics on how to achieve real scale for your small business

09:55 Morning Refreshments

10:25 The Importance of Cash Flow Management for Small Businesses

Business owners spend substantial time managing their cash flow. Understanding the appropriate banking solutions available to optimize cash flow is essential for long term sustainable growth. Business value is generated by effectively managing money flowing into the business for goods or

services sold against money flowing out to pay suppliers and make investments. Cash flow management is the difference between being in or out of business.

Kuben Chetty, Head: Transactional, Savings and Investment Products Personal and Business Banking Standard Bank of South Africa

10:45 Franchising Shows Real Economic Transformation

Franchising is a strategically sound mechanism for growth for SME businesses. The myths around franchising need to be dispelled. The contribution made to South Africa by the franchise sector in terms of business and job creation is substantial. The basic principles which make a business franchiseable are principles which any business should have as a foundation off which to grow.

Bendeta Gordon, CA (SA), Franchise Directions

11:00 The Technology that Keeps SMEs Ahead

In a time of massive digital transformation, it is more important than ever for businesses to embrace emerging and disruptive technologies. Technology is playing an important role in SME's overcoming some of the traditional barriers to growth and digital competency is becoming the new currency of growth. We are constantly hearing about how our customers are using technology to reinvent the way they work and the markets in which they operate.

Join **Arthur Goldstuck** as he unfolds the technologies that small business owners are using to remain competitive

11:20 The Entrepreneur as a Leader - the Responsibilities and Opportunities

In this session some of the country's brightest business minds will exchange views on some critical success factors affecting medium sized enterprises.

Zipho Sikhakhane- International Speaker, Writer and Business Advisor will share her insights on:

- Attracting and retaining top talent-strategies for medium sized companies
- The entrepreneur as a leader - the responsibilities and opportunities of a SME business leader
- Effective business relationship building, growing and nurturing your professional network

11:55 Lunch Break



12:55 How an effective sales and marketing strategy can get your business to the next level

Marketing and sales are some of the biggest challenges in any business. In this day and age we often see fledgling businesses that have spent significant amounts of cash on marketing initiatives that in the end offer a poor return on investment or, even worse, damage their brand.

On the day, all business owners are welcome to put their business cards in a container when they register. One card will be drawn and this lucky delegate will join the panel on stage not only for "live

filming” of the discussion, but also for getting invaluable marketing advice at the same time. The Big Small Business Show, now in its 7th year on air, has proven to be very popular and people of all walks of life make up the viewership. To join the panel discussion will therefore be the marketing opportunity of a lifetime, so drop those business cards into the box on the day!
If you’d like to get a feel for the kind of questions the panel normally ask, watch the show on BDTV DStv 412 on Monday evenings at 21:30 or Fridays at 18:08.

Allon Raiz, CEO of Raizcorp and his team will share valuable insights and practical advice on how to avoid some of the pitfalls when it comes to your marketing and sales strategy and how to effectively differentiate your business from the rest.

Moderator:

Allon Riaz, CEO Raizcorp

Panellists:

Kumaran Padayachee – CEO: Spartan

Puseletso Modimogale, CA (SA), Transformational Coach and Business Mentor

13:55 Managing the risk of customer failure

The sudden failure of a major customer with subsequent non-payment risks can have devastating consequences for the small business owner. Presented by **Charles Nortje, Chief Executive Officer, Credit Guarantee Insurance Corporation of Africa Ltd (CGIC)** This paper explores the tools and resources available to the SME to avoid or mitigate these risks.

14:15 The role of the Tax Ombud in Advocating Taxpayers Rights for SME’s and also promoting tax compliance.

As an SME do you know that you have the right to complain to the Tax Ombud if you are not happy with SARS? Are you aware that your non tax compliance can have an adverse effect on your business?

Advocate Hanyana Eric Mkhawane, Chief Executive Officer at the Office of the Tax Ombud will share insights on best practice concerning tax compliance and how to make life easier when dealing with SARS?

14:30 Success Stories and Lessons from some of SA’s Leading Entrepreneurs hosted by Dominic Gaobepe, Co-Founder, Author & Speaker, Empower Voice International

Panellists:

Abed Tau, CA (SA), Director & Co Founder, Thamani Consulting & Tuta-me

George Diab, CA (SA), Co-founder & Managing Partner, Tailor Me

Phillipine Kambula, Managing Director, Kura-Bahati Consulting

15:00 Closing remarks

