

**BusinessDay TV**  
**SME SUMMIT**  
 CONFERENCE | SHOWCASE | NETWORK

In partnership with



**BDTV SME SUMMIT DRAFT PROGRAMME**  
**7 March 2019**

**Registration, refreshments and networking in exhibition area**

**Welcome by Master of Ceremonies - Zipho Sikhakhane**

**Herman Mashaba**, founder of Black Like Me is known as one of South Africa's most successful entrepreneurs. Mayor Mashaba will be highlighting the City of Johannesburg's innovative drive to stimulate inner city opportunities and job creation.

In addition, Herman Mashaba will impart some of his own learning's as a mighty successful entrepreneur

**How to harness technology to take your SME to the next level**

Hear from the experts on how to tap into smart technology to not just remain competitive, but to disrupt the bigger players.

**Funding for success**

From finding finance, to accessing expansion capital, to effective cash flow management, few business owners will disagree - it's all about the money!

**Darren Segal, Executive, Personal and Business Banking Innovation, Standard Bank**

**Refreshments and networking in the exhibition area**

**Get the tax man on your side**

Find out how the Tax Ombudsman can help you, the entrepreneur, when dealing with complex tax issues

**Scaling for growth**

Every business owner should be looking to the future, and that means having the ability to scale their business. Yet- many SMEs run into common challenges when trying to do so.

Scaling your business means scaling your management team, **Graham Mitchell** from GROW, will share insights into what leadership is required to scale a winning management team

## Market like a pro!

An effective marketing and sales strategy is critical to the success any business. However the game of marketing has swiftly moved on from the old “Four Ps”. The pros will share practical advice on how to embrace the new rules of the marketing game and how to effectively differentiate your business from the rest.

## Lunch and networking in the exhibition area

### The ABC’s of IP

From copyrights to patents to trademarks- in today’s age of knowledge workers- you are as good as your ideas-make sure you protect them!

**Vishen Pillay, Partner, Adams and Adams**

### Common Business risks- and how to minimize them

Business ownership and entrepreneurship come with their share of inherent risks. Fortunately- help is at hand to both identify and mitigate these risks.

Hear from **Therusha Bhagarette**, of Credit Guarantee Insurance Corporation of Africa Ltd as she takes you through the do’s and don’ts of risk management

### The Big Small Business Show- and international perspective

Hear from Uri Levine, renowned serial entrepreneur and founder of Waze - talk about market disruption and the opportunities this presents to South African entrepreneurs.

\*This is a pre-recorded session

### Home grown South African success stories

South African entrepreneurs are known for being colourful characters - hear colourful success stories from SA’s finest to inspire your own business success.

### Closing remarks

Our partners

