

BusinessDay TV
SME SUMMIT
 CONFERENCE | SHOWCASE | NETWORK

In partnership with



BDTV SME SUMMIT PROGRAMME
7 March 2019

07h30 Registration, refreshments and networking in exhibition area

08h50 Welcome by Master of Ceremonies - Zipho Sikhakhane

09h00 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 successful entrepreneur, in an interview with **Zipho Sikhakhane**, global speaker, entrepreneur and business strategist.

09h35

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

Hear from **Beauty Apleni**, Chief Technology & Information Officer: Consumer & Small Business at Telkom, on how to tap into smart technology not only to remain competitive, but to disrupt the bigger players, as well.

09h55 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!

Nadia Oshry, Senior Manager: Moonshots at Standard Bank Group

10h15 Prize Give Away

10h20 Networking activity

10h35 Refreshments and networking in the exhibition area

11h10 Did you know the Tax Ombud can help resolve your tax complaints against SARS?

The role of the Tax Ombud is to maintain a balance between SARS' powers and duties, on the one hand, and taxpayer rights and obligations on the other. As an SME you have the right to be treated fairly by SARS.

Join Office of the Tax Ombud Chief Executive Officer, **Advocate Hanyana Eric Mkhawane**, as he shares insight on how to lodge a tax complaint if you are unhappy with SARS services.

11h40 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.

12h05 Marketing and Sales- two halves of a whole

An effective marketing and sales strategy is critical to the success of any business. However, the marketing and sales game has changed dramatically to suit a more customer centric approach.

Tap into the mind of **Nicholas Haralambous**, entrepreneur, published author and speaker, as he shares insights on how marketing and sales go hand-in-hand and how to convert business opportunities into reality, in an interview with **Phumi Mashigo**.

12h35 Lunch and networking in the exhibition area

13h35 Prize Give Away

13h45

The ABC's of IP

From copyrights to patents to trademarks, in today's age of knowledge, workers are as good as your ideas. Make sure you protect them!

Vishen Pillay, Partner, Adams and Adams

14h10

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 **Gideon Tsatsi Bochedi**, General Manager Claims & Salvages Position of Credit Guarantee Insurance Corporation of Africa limited (CGIC) as he takes you through the do's and dont's of risk management.

14h40 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.

15h15 Prize Give Away

15h30 The Big Small Business Show- an 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

15h40 Closing remarks

Our partners

