

**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, global speaker, entrepreneur and business strategist

**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 learnings as a successful entrepreneur, in an interview with **Zipho Sikhakhane**.

**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.

**09h55 Changing the Fintech / Corporate Dynamic- Exploring how SMEs interact with large businesses**

Most SMEs fail. Those that survive face a number of challenges to scale, including access to finance and markets and business know-how. If we are going to collectively grow our economy, we need to scale these SMEs and create jobs. But are corporates really geared to make this happen?

Join **Nadia Oshry**, Senior Manager: Moonshots at Standard Bank Group gives as she her insights on finding ways in which corporates can catalyse growth in the SME sector across Africa

**10h15 PrizeGive 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**, Business Coach, 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**, founding MD of Ignitive

### **12h35 Lunch and networking in the exhibition area**

#### **13h35 Prize giveaway**

### **13h45**

#### **Rocket fuel: Using IP to propel your enterprise into orbit**

In this presentation, **Vishen Pillay**, partner at Adams & Adams will provide a quick crash-course on Intellectual Property as an asset, before focussing on patents and designs – the myths, the secrets and the process. How do you allow for IP protection and commercialisation in your business plan, and how should patent protection be done right – from concept to launch, to orbit?

### **14h10**

#### **Mitigating business risks**

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 of Credit Guarantee Insurance Corporation of Africa limited (CGIC) as he takes you through the do's and don'ts of risk management

### 14h40 Home grown South African success stories

The competitiveness and performance of an SME is a measure of how effectively they can adapt to challenges they face within an ever changing environment. Hear success stories from SA's finest on how to successfully formulate financial strategies to seize opportunities.

Moderated by: **Dominic Gaobepe**, Co-Founder of Empower Voice International

**Lyle Malander**, CA(SA) business owner, **Malander Holdings**, and winner of top 35 under 35 2018  
**Okhela Ntsamai**, CA(SA) SAICA ED Finance Coach, business owner, **Bonafide Financial Consultancy**  
**Khosi Tyobeka**, founder & CEO of **Zimasa Travel**, JP Morgan SMME  
**Louw Barnardt**, CA(SA), business owner, **Outsourced CFO**

### 15h15 Prize giveaway

### 15h30 Global entrepreneurship - 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

