

SA to host 2012 International Small Business Congress

 Bylssa Sikiti da Silva: @sikitimedia

19 Sep 2011

The global small business fraternity - from America, Europe and other parts of the world - will convene next year at the Sandton Convention Centre in Johannesburg from 15-18 September for the annual International Small Business Congress (ISBC), the organisers announced late last week.

The congress, which is an annual learning and exchange platform that brings together global SMMEs practitioners and policymakers, is aimed at improving small business practice globally, focusing solely on entrepreneurs and their environment, according to 2012 congress director Septi Bukula.

Delegates expected to attend include those from trade associations, governments, financial institutions, business support organisations and academic communities.

Workable policies and programmes devised at the congress are set to be developed and implemented in the delegates' respective countries, Bukula added.

It is believed that the ISBC, a networking platform established in 1974, constitutes a stage where entrepreneurs usually share their challenges and successes, and learn from one another.

This will be the first time ever for the congress to be held in Africa, and the organisers are hoping Africans will take advantage of this opportunity to increase their voice and influence in this global network of small capital.

"South Africa is becoming an important player in the world politically and economically," the Netherlands' Benne van Popta, ISBC board member said, speaking of the event launch at the Coca-Cola Dome in Northgate.

The 2012 congress key partners include the City of Johannesburg, FABCOS, Khula Enterprise and Finance, and Small Enterprise Development Agency (SEDA).

And while the department of trade and industry (DTi) is the 2012 congress government partner, the event has been endorsed by the University of Johannesburg, Southern African Institute of Professional Accountants (SAIPA) and NSBAC, among others.

Speaking at the event launch, DTi's Agnes Tsele-Maseloanyane said the SA government is excited to partner this event, which she believes will help empower small businesses and broaden the government's focus to assist with the challenge of creating jobs.

SEDA CEO Hlonela Lupuwana said the 2012 ISBC, whose objectives she said are aligned with the SEDA mandate, will help strengthen small businesses to compete locally and internationally.

Apart from a plethora of lectures, the 2012 congress will also feature an extensive exhibition showcasing various small businesses support programmes in various growth sectors.

The congress' indicative tracks also include, among others:

- E-commerce and other online capabilities for small firms
- Innovative financial and non-innovative solutions
- Mechanisms to strengthen management capacity of small firms
- Gathering and disseminating information to small firms on new and high-growth opportunities
- Incubation, technology demonstration and technology and transfer to small firms
- Innovation, intellectual property, and research and development capabilities of small firms.

For more information, log in www.isbc2012.org, and for exhibition enquiries, email Fiona at fiona@thebeevents.co.za.

ABOUT ISSA SIKITI DA SILVA: @SIKITIMEDIA

Issa Sikiti da Silva is a winner of the 2010 SADC Media Awards (print category). He freelances for various media outlets, local and foreign, and has travelled extensively across Africa. His work has been published both in French and English. He used to contribute to Bizcommunity.com as a senior news writer.

- [Sustainability media seminar]: Business's role in sustainability - 26 Oct 2011
- 41% of SMEs want to invest in sales, marketing in next year - survey - 26 Sep 2011
- Over 1700 gather for 2011 Discovery Invest Leadership Summit - 21 Sep 2011
- SA to host 2012 International Small Business Congress - 19 Sep 2011
- 2011 Business Opportunities & Franchise Expo gets under way - 16 Sep 2011

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>