

MEDIA RELEASE

For immediate release
22 August 2012

Contact: Trenley Tilbrook
Phone: 082 496 2169

Partnership to help local business grow

The iLembe Chamber of Commerce, Industry and Tourism in partnership with Mandeni Municipality, Enterprise ilembe, IDC, TIKZN and Ithala Properties announced today that they will once again be commencing with a programme that aims to identify opportunities for local businesses and to address obstacles to expansion and growth in the region. Last year, the programme was focused on the Ballito area and was a resounding success, and resulted in the initiation of the Ballito UIP and Hot Ballito projects. This year the programme will focus predominantly on businesses in the Mandeni / Isithebe area.

The programme is referred to as the Business Retention & Expansion (BR&E) visitation programme which is being driven by a trained task team made up of local business people and government officials. “Job creation is one of our highest priorities” said *Mr. Gumede Acting, CEO of Enterprise ilembe* adding that “International research shows that up to 80% of new jobs are created by the growth of existing businesses.”

BR&E programmes have been utilised successfully in various countries for many years and in South Africa since 2003. The basics are simple and involve trained volunteers surveying the opinions of local business people. The survey is confidential and no financial or other sensitive information is required. The data collected will be collated and analysed using professional research methodology. The critical issues and common concerns identified will be addressed by the above task team who will draft proposals to address them. These will be presented at a

stakeholder meeting, including all businesses interviewed, for approval and to mobilise local support and action.

“We are completely behind this exciting initiative. It is a unique opportunity for the ideas, concerns and opinions of local business to be heard”, said Trenley Tilbrook, CEO of the ilembe chamber of commerce, industry and Tourism.

The Programme will be formally launched on the 6 of September 2012. Should you currently own a business in the Mandeni / Isithebe area and would like to attend the launch, your company surveyed or would like to sign up as a volunteer please contact Local project Co-ordinator Trenley Tilbrook on 082 496 21 69.