



**By 2030 eThekweni will be Africa's  
most caring and liveable city**



**Durban Business Fair Presentation  
to  
Ilembe Chamber of Commerce Industry and  
Tourism  
17 July 2013**



# BUSINESS SUPPORT PROGRAMMES



- Access to Finance
- Arts and Craft Development programme
- Sister City programmes
- Lion's Den programme
- Support to Enterprise
- Durban markets
- Informal economy
- Women Empowerment
- Construction sector support programme
- Cooperative Development programme
- Tourism enterprise development
- Tourism marketing and promotions



# CELEBRATING 15 YEARS LOGO





# STRATEGIC OBJECTIVES



- To affirm EThekweni Municipality's commitment to SMMEs promotion and development.
- To showcase high quality goods and services produced by SMMEs in the EThekweni region.
- To build a common understanding on issues affecting business operations.
- To provide a networking opportunity for SMME's and national, provincial and local support agencies and structures.
- To capacitate and prepare SMME's for exposure in various ways of marketing and selling their products and services.



# COMPONENTS OF THE DURBAN BUSINESS FAIR



## **Conference (ICSME – International Conference on Small and Medium Enterprises)**

- 18 – 20 September 2013
- Inkosi Albert Luthuli International Convention Centre
- International conference bringing in +/- 700 international delegates
- International and local speaker

## **Exhibition**

- 20 – 22 September 2013
- Durban Exhibition Centre
- Registration was announced opened post the launch, 19 April 2013



# COMPONENTS OF THE DURBAN BUSINESS FAIR



## **Gala Dinner**

- 20 September 2013
- Inkosi Albert Luthuli International Convention Centre
- Exhibitors and Delegates will both be invited to the gala dinner



# COMPONENTS OF THE EXHIBITION



- International Pavilion
- **Made in Durban Pavilion** – promoting Durban manufactured products
- Fashion Pavilion
- Flavours of Durban
- Durban Design Drink competition
- Strong emphasis on 15 success stories to celebrate 15 years
- Best stand competition with more exposure to international prizes



# COMPONENTS OF THE CONFERENCE



- **Synopsis –**

The WASME and ICSME conference is a prestigious event. It brings together under one roof business support organisations, policy makers, banks, financial institutions, international experts, academics, entrepreneurs, multi-national Aid agencies concerned with small business development





# COMPONENTS OF THE CONFERENCE



- **19<sup>th</sup> International Conference on Small and Medium Enterprises ( ICSME)**
- *Theme – Beyond the downturn: Revitalising the global economy through small and medium enterprises*
- Focus – Examination of policies, strategies and programmes to stabilise the fragile world economy and re-launch it into a new growth trajectory through new and existing actions that place small and medium enterprises at the centre of the quest for future growth



# MARKETING AND PR



- Live broadcast from Morning Live(SABC), Weekend Live(SABC) and Sunrise(ETV)
- Television interviews with Summit TV, CNBC,SABC TV News and ETV News
- Radio interviews and adverts Ukhozi FM, Radio 2000, Lotus FM, Gagasi Fm, SA FM, East Coast FM and community radio stations
- Outdoor advertising e.g posters, street pole banners, billboards and building wraps



# ...MARKETING AND PR



- Print media advertising in various newspapers and magazines such as: Isolezwe, The Mercury, Sunday Tribune, The Sunday Times, Sowetan, Ilanga, Business Day, Destiny magazine, Forbes Africa and community newspapers
- Website : [www.durbanbusinessfair.co.za](http://www.durbanbusinessfair.co.za)
- Facebook Page: Durban business fair
- Twitter: @DBNbusinessfair



# 2012 STATISTICS



## Exhibitors

- + 500

## Visitors

- +14000



# CONTACT DETAILS



- **Registration for Exhibition**

Ikhono Communications

Nokuthula Ngcobo

Tel: 031 266 9937/8

[info@ikhono.co.za](mailto:info@ikhono.co.za)

- **ICSME Conference enquiries**

Osiba Management

Marcia Mogale

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[www.wacsmeicsme2013.org](http://www.wacsmeicsme2013.org)

- **EThekweni Municipality: Business Support, Tourism and Markets Unit**

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