

## **Strong Government Support for SMMEs at Empowertec Africa**

The City of Joburg and the Ministry of Small Business Development have announced their support for Empowertec Africa, a small business opportunities showcase that forms part of the SA Industry and Technology Fair (INDUTEC) taking place from 20 to 22 May 2015 at Gallagher Convention Centre, Midrand. As part of its strategy to empower SMMEs, the City of Joburg will host a pavilion showcasing the products and services of 60 small local businesses.

Empowertec Africa is one of the 12 sector-dedicated shows that make up the INDUTEC expo which covers the manufacturing, engineering, water, petrochemical, plastics, energy efficiency, waste and recycling sectors. The show provides a valuable platform for SMMEs to showcase their offerings, discover prospective partners and customers, interact with local and international buyers and explore the myriad business opportunities that INDUTEC delivers to all participants.

Over 220 companies from 14 countries, including France, Turkey, Nigeria and India, will be at this year's fair, with a key focus on manufacturing and technology.

## **City of Joburg Provides Exposure to SMMEs**

"Small business owners around Joburg can still be part of the pavilion," says Reginald Pholo, a Director at the Department of Economic Development. "SMMEs in the manufacturing, engineering, water, petrochemical, plastics, energy efficiency, waste and recycling sectors who wish to showcase their products and services on the City of Joburg pavilion need only contact the organisers of the INDUTEC show," says Pholo.

“Empowertec Africa enables SMME owners to interact face-to-face with leading people that matter in their business sectors – from existing customers, suppliers and advisers to captains of industry and most importantly, customers,” says John Thomson of Exhibition Management Services, organisers of the event. “Visitors to the show are the decision-makers in their sectors – this is why Empowertec Africa is an unparalleled marketing platform for SMMEs.”

### **Empowering Small Business Development**

“We are determined to support the development of entrepreneurship, SMME businesses and employment opportunities in Gauteng and the City of Joburg - hence our involvement with Empowertec Africa,” adds Pholo.

“Johannesburg is a vibrant economic hub; it’s the perfect place to invest in business growth, and now is the right time to do so. SMME owners and stakeholders cannot afford to miss the many networking and matchmaking opportunities, business leads, conferences and workshops available at INDUTECH.”

Commenting on the Ministry of Small Business Development’s decision to support Empowertec Africa, Deputy Minister Elizabeth Thabethe said the show provided the perfect platform for assisting entrepreneurs and small businesses to grow.

“The National Development Plan envisages that, by 2030, 90% of new employment will be generated by small, medium and micro enterprises (SMMEs); Empowertec Africa is a vital stepping stone in achieving that goal,” concludes Thabethe.

### **About Empowertec Africa**

INDUTECH is a mix of 12 events targeting manufacturing, engineering, water, petrochemical, plastics, energy efficiency, waste recycling sectors. Empowertec Africa is a component of

INDUTEC, focused on small business development. It provides an effective networking platform designed to showcase opportunities for SMME operations, facilitate networking with established businesses, make new contacts and develop business relationships.

SMME owners who wish to be part of the City of Joburg pavilion at INDUTEC or for more information contact Michelle at Sky Rocket Consulting.

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