

South Africa needs more start-up businesses

"We need to think beyond a job"

The Global Entrepreneur Monitor (GEM) global report says that while South Africa is not alone in its decline and failure rate for small businesses, what remains concerning is the country's low level of start-up activity, Mike Anderson, Founder & CEO of the National Small Business Chamber (NSBC), says that there are many mixed messages when it comes to the state of South Africa entrepreneurship, but what remains key is to continue working towards building a culture of self-employment and sustainability.

"If we had to rely on the statistics alone, South Africa would not build a small business community at all, instead it would rely on multi-nationals to develop the economy. This is the polar opposite of what we need as a nation. We need to create our own wealth and entrepreneurship provides one of the main engines of growth in any healthy economy," says Anderson.

Gearing up for My Business Expo in Cape Town, Anderson says that one of the main challenges for current and aspiring entrepreneurs is funding. "The GEM report says that of the 73% of adults that recognise entrepreneurship as a good career choice, just 9,2% actually start businesses. While there are many factors that can contribute to business failure, funding is probably the most common."

He says that this year's My Business Expo features the 'Build a Business LIVE' free seminars and he will be discussing how to start a business with no money: "We need to start encouraging South Africans to think beyond a job. If we can alter mindsets, address the challenges and realise what is possible, small business development will develop naturally."

Anderson says that My Business Expo is Africa's biggest show for anyone starting or growing a business. It also incorporates elements such as the Business Start-Up Expo, Access to Finance Indaba, The Franchise Show and Trading Across Borders: "We have a great line-up of speakers joining me at the Build a Business LIVE free seminars, as well as over 100 exhibitors and sponsors. It's the most successful show of its kind in Africa."

Anderson says the Build a Business LIVE seminar series remains one

of the highlights of the Expo: "Experience entrepreneurial entertainment at its finest with high caliber speakers such as Gavin Sharples, Mark Berger and Mark Keating. These global entrepreneurial and inspirational speakers will get you moving in a positive and accelerated direction."

Taking place at the International Cape Town Convention Centre on 25 August 2016, My Business Expo will provide new trends, ideas, cutting-edge solutions and plenty of opportunities for entrepreneurs and aspiring business owners.

"We are excited and proud of this year's My Business Expo. Attendees can apply lessons learnt to their future businesses, new start-ups or growing business. It's the place to grow, learn, connect, network, be inspired and have fun," concludes Anderson.

For more information or to register, visit www.mybizexpo.co.za.