

## **Spread your reach into Africa and Beyond**

*Learn how to minimise risk associated with cross-border and global business growth*

Not all small businesses are meant to stay small. Some are destined for greatness, which often results in cross-border business and even global contracts. While this is an exciting opportunity, it can be daunting and a high risk investment. Mike Anderson, Founder & CEO of the National Small Business Chamber (NSBC), says that getting the right advice is of paramount importance when considering any type of international expansion.

"The risks with any expansion are high, so it is very important to spend time developing a thorough understanding of the opportunities within the new markets and how to go about building an export strategy. Entering a foreign market without a basic understanding is a potential disaster," says Anderson.

He says that the NSBC, together with DHL, will host free seminars at My Business Expo in Cape Town, coming up next week. Entitled "Trading across borders", DHL will offer free sessions where they will outline how a business can go global and grow exponentially. "We are running facilitated panel discussions with industry experts that will get your business accessing new markets in Africa and beyond," says Anderson.

The ethos of My Business Expo is to offer attendees an opportunity to grow, learn, connect, network, be inspired and have fun! Anderson says the NSBC has built a programme that touches on all elements of business. Another free seminar highlight is the financial wellness offer from Experian, a leading global information services company.

"Credit ratings are vital to the future growth of a business and if you are looking to expand, being credit worthy is the first step. Experian will be offering info sessions and free credit reports for the duration of My Business Expo. Being financially free and primed to access funding can only assist your growth plans so take advantage of this great opportunity," concludes Anderson.

For more information, visit [www.mybizexpo.co.za](http://www.mybizexpo.co.za).