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Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA

13th Kenya International Consumer Show 11 -15 June 2010

To ensure that small businesses progressively increase their contribution to the South African economy, Government has taken measures to stimulate the small business sector. Small business development is a key policy focus, since the advent of democracy in 1994. To this end, Government released the White Paper on national strategy for the development and promotion of small business in South Africa published in 1995. Ten years in the implementation of the White paper, Government reviewed policy and subsequently came up with the Integrated Small Business Development Strategy published in 2005. This is in recognition that the small business sector can play a significant role in critical areas such as job creation and equity.

The Integrated Strategy identifies a variety of needed support measures for SMMEs from pre-establishment, start-up, stable and expanding phases. The strategy is based on three strategic pillars, namely: increasing the supply of financial and non-financial support, creating demand for products and services produced by SMMEs and reducing regulatory constraints by the sector. The 13th Kenya International Consumer Show is considered as one of ways of increasing demand for South African SMME products and services for emerging exporters.

It is envisaged that the initiative will expose targeted SMMEs to exporting opportunities, promote interaction between SMMEs, potential buyers and investors as well as highlight South Africa as a preferred investment and tourist destination in light of the upcoming 2010 Soccer World Cup to be hosted in the country during the months of June and July 2010.


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