

More to do, see at Soweto Festival Expo

This year's Soweto Festival Expo takes place at the Joburg Expo Centre, Nasrec from 23-25 September and it offers a 'buy one, get one free' offer to [GeePee card holders](#), a new tourist incentive for local people to get more out of Gauteng.



Highlights scheduled for this year's event include an authentic Soweto shopping experience with more than 500 exhibition stalls offering unique products and services. There will also be activity and art pavilions, sport challenges and a family braai and picnic area with cooking demos of traditional South African food.

The expo, organised by Adele Lucas Promotions, kicks off on Friday with a variety of performances by South Africa's top musicians including Goldfish, Teargas and Liquideep.

On-site advice for SMMEs

For the third year running, the Wholesale and Retail Sector Education and Training Authority (W&RSETA) will provide a supportive role to exhibitors at the expo.

"Our role is to get more involved in the development of SMMEs, 400 of which have been identified in and around Soweto," says Sindiso Malaku, executive manager of marketing and communications at W&RSETA.

"We are exposing these exhibitors to the trade environment by paying for exhibition stands, advice on how to make the most of the exhibition and a comprehensive training programme in small business management.

"Our core business is skills development and training," explains Malaku. He cites the example of some retailers in rural township shopping complexes and filling station owners, who are given assistance through skills development and training, which covers stocktaking, marketing and customer service, skills needed to run successful businesses.

Another challenge is maintaining development and growth to keep businesses competitive and profitable. Allied to this is the national challenge of accessing the many SMMEs scattered across the length and breadth of South Africa. Most do not have a formal postal address or physical address; nor are they registered with the Companies and Intellectual Property Commission.

"To address this challenge we have established regional offices across all provinces, which are responsible for SMMEs that fall within their provinces," explains Malaku.

The stand will be open for walk-in enquiries from traders and exhibitors; for handling general enquiries; and for dealing with bursary applications, learnerships and similar issues. Its main objective at the expo is to assist small and medium businesses survive and grow through interventions such as mentorship, skills training and management advice.

"We would love to see a boom in township businesses so that these businesses are all able to grow and become competitive," he concludes.

Go to www.sowetofestivalexpo.co.za and www.gauteng.net/campaigns/geepee/ for more details.

For more, visit: <https://www.bizcommunity.com>