

PC trade 060308



## seda now and in the future

- Current Reality
- Future Plans

A N Damane; 8 March 2006

## Highlights of 2005/06

- Roll-out into six provinces (NW, KZN, MP, NC, FS, EC)
- Annual SMME Summit
- Vukuzenzele programme
- Export readiness programme
- Cooperation agreements with Finland, India, Brazil and Belgium
- Move to new premises
- Integration of staff, processes and systems

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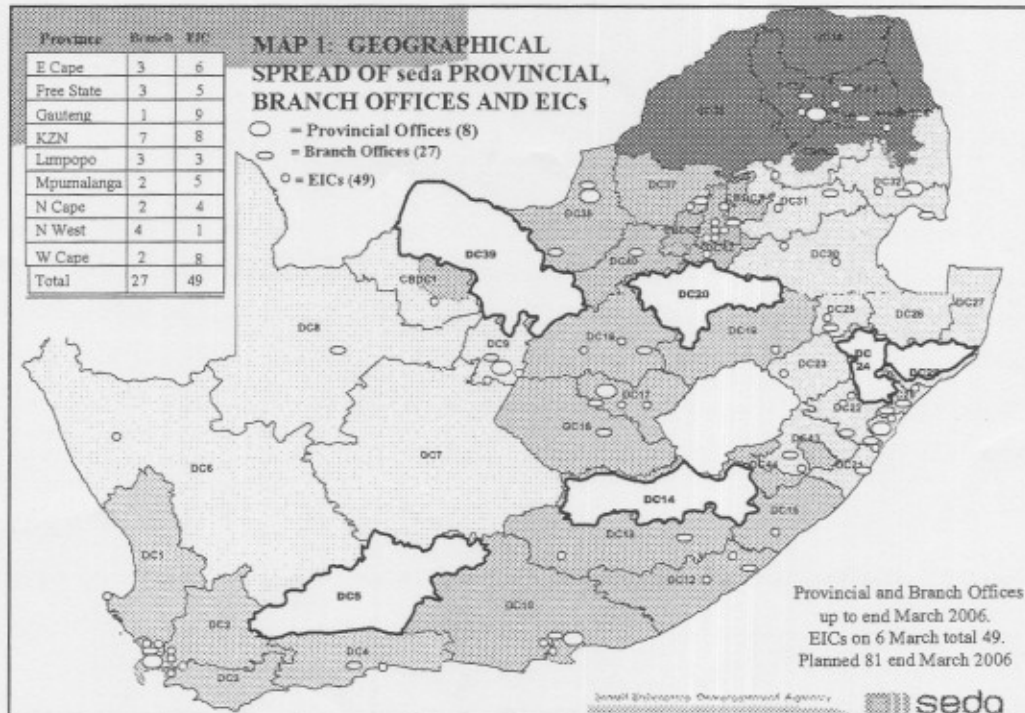


## Current Reality

### Infrastructure (by end April 2006)

- HO in the dti Campus, with 143 staff.
- 6 Provincial offices opened.
- 24 Branch offices.
- 81 Enterprise Information Centres opened (end of April).

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**PLANNED DATES FOR NETWORK ROLL-OUT OF PROVINCIAL  
OFFICES, BRANCHES AND ENTERPRISE INFORMATION CENTRES  
UP TO END OF MARCH 2006**

Update: 2 March 2006

Province	District / Municipality where office is situated	Number of personnel	Completion dates (first phase)		
			Prov Office	Branch	ETC (UBEC)
North West	Seda North West (Mafikeng)	9	Done		
	Mafikeng	9		Done	
	Klerksdorp	9		By end March 2006	
	Rustenburg	9		By end March 2006	
	3 Madoeng - Brits				
	Vryburg	9		Done	
Gauteng	Seda Gauteng (Johannesburg)	9			
	1 Johannesburg (Braamfontein)				
	2 Johannesburg (Braamfontein)				
	Tshwane	14		Done	
	2 Tshwane (Atteridgeville)				
	3 Tshwane (Mamelodi)				
	4 Tshwane (Soshanguve)				
	5 Tshwane (Pretoria Mid City)				
	2 Mogale - Randburg				
2 Emtsheni - Sebokeng					
1 Ekurhuleni - Thokoza					
Eastern Cape	Seda Northern Cape (Kimberley)	9	29-Feb-06		
	Kimberley	11	Smart Enterprise Unit	28-Feb-06	

Mpumalanga	Seda Mpumalanga (Nelspruit)	9	Done		
	Nelspruit	11		By end March 2006	
	2 Thaba Chweu				
	Witbank	11		By end March 2006	
	1 Nkangala District				
	4 Middleburg				
	6 Thembisile - Empumalanga				
	3 Msukaligwa - Ermelo				
8 Govan Mbeki - Secunda					
Free State	Seda Free State (Bloemfontein)	9	24-Feb-06		
	Bloemfontein	11		Done	
	3 Mangaung				
	Trempsburg	9		By end March 2006	
	Welkom	9		By end March 2006	
	6 Mafjhabeng				
	7 Thabo Mofutsanyane - Hamsmith				
KwaZulu-Natal	Seda KwaZulu-Natal (Durban)	9	Done		
	Durban	14		Done	
	1 Ethekwini - Tongaat				
	Pietermaritzburg	11		By end March 2006	
	6 Msunduzi - Pietermaritzburg				
	Richards Bay	9		By end March 2006	
	3 Umhlabuze - Richards Bay				
	Newcastle	9		By end March 2006	
	Ladysmith	9		By end March 2006	
	Port Shepstone	9		By end March 2006	
	1 Bembe District - Stanger				
5 Makhumulo - ZxMabeni					
Kokstad	9		By end March 2006		
2 Umhlabuyalingane - Kwangwshase					

Eastern Cape	Seda Eastern Cape (Bisho)	9	10-Mar-06	
	East London	11		By end March 2006
	5 Amahlali - Stutterheim			
	6 Buffalo City - Mdantsane			
	Port Elizabeth	14		By end March 2006
	Nelson Mandela Metropolitan - Uitenhage			
	4 Sydenham, Central PE			
Mthatha	3		By end March 2006	
5 Port St Johns				
Western Cape	Seda Western Cape (Cape Town)	9	16-Mar-06	
	Cape Town	14		16-Mar-06
	1 Cape Town (Rosebank)			
	2 Cape Town (Vasco)			
	3 Cape Town (Gugulethu)			
	4 Cape Town (Mitchell's Plain)			
	5 Cape Town (Khayelitsha)			
	6 Cape Town (Heerengracht)			
	6 Saldanha Bay			
	George	8		By end March 2006
5 George				
Limpopo	Seda Limpopo (Polokwane)	11	24-Mar-06	
	Polokwane	2		24-Mar-06
	Thohoyandou	9		By end March 2006
	4 Thulamela - Zelele			
	Tzaneen	2		By end March 2006
	5 Ba-Phekoane - Phalaborwa			

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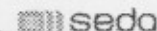


## Current Reality

### Programmes, Products, Tools and Services

- Small Scale Manufacturing Programme
- National Information Centre
- Chamber Support Programme (supporting BUSA, CHAMSA, NAFCOC, ACHIB)
- Franchise Advice and Information Network (FRAIN)
- Local Economic Development Agency Support
- Export Readiness and Support Programme
- Community Public Private Partnerships
- Management and Business Skills Training

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## Future Plans

### seda's strategic objectives 2006/07–2008/09

- Enhance competitiveness and capabilities of seda's target customers.
- Promote a culture of entrepreneurship.
- Ensure equitable access to seda's and its partners' offerings by expanding and maintaining an effective national delivery network.
- Generate and provide information on SMME activities in SA.
- Position seda as a credible and visible organization.
- Attract and retain talented staff with a passion to serve seda's customers.
- Ensure that seda has requisite resources, systems and controls in place to achieve its mandate

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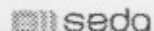


## Future Plans

### ➤ Ensuring equitable access to seda's offerings

- **Extensive expansion of seda network 2006-2008**
  - **3** additional **seda** Provincial Offices will be opened in 2006.
  - **17** additional **seda** Branches will be opened and fully operational by end 06/07.
  - **113** additional **seda** EICs will be opened and fully operational by end 06/07.

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## Future Plans

### **Sector Specific programmes, products and services.**

- Small scale manufacturing / small scale retailing.
- Small scale mining and beneficiation
- Development and Support for Cooperatives
- Agribusiness
- Tourism/ Arts and crafts (2010 bid)

### **Incorporation of seda Technology**

- Technology transfer
  - Incubation
- M&E, including impact evaluation.

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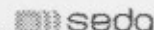


## Future Plans

### **New Initiatives and Partnerships:**

- Cooperation with Development Finance Institutions
- Cooperation with Johannesburg University and Western Cape University
- Cooperation with various departments, i.e. Department of Mineral and Energy, Department of Science and Technology, Department of Agriculture, etc.
- Cooperation with foreign partners, i.e. ILO, etc.
- Chambers South Africa (CHAMSA)

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## Future Plans

- **Promotion of the culture of entrepreneurship**
  - Entrepreneurship Promotion Programme
    - Together with partners, i.e. Johannesburg University Soweto Campus
  - Entrepreneurship week/month
  - Events
  - Publicity

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### Promoting Entrepreneurship ↔ Developing and supporting SMMEs

#### Promoting Entrepreneurship:

##### HOW?

- Increasing awareness about and interest in the entrepreneurial opportunities among young adults, and eventually encouraging them to become entrepreneurs.
- Education and training is key to increasing entrepreneurship.
- Campaigns, prizes and special events to promote entrepreneurship – champions!
- Initiatives/programmes in support of women entrepreneurs, unemployed etc.

***Increased entrepreneurship activity is an engine for growth!***

#### Developing and Supporting SMMEs:

##### HOW?

- Enhancing competitiveness and capabilities of existing SMMEs by providing needs-based programmes, products and services.
- Assisting start-ups by providing advice and linkages.

***Sustainable and growing SMME sector is a major job creator!***

## Future Plans

- **Generation and provision of information on SMME activities**
  - Research
    - Partnerships with universities, DFIs and private sector (TIPS etc.).
    - Access to databases, i.e. CIPRO, RSC, Chambers, etc.
  - SMME database
    - **seda** membership database
    - **seda** provincial/local government data

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## Challenges

- Legal Challenges (staffing)
- Rollout implementation
- Provincial cooperation, including funding

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