

# WASME ICSME 2022

26<sup>th</sup> International Conference on  
Small & Medium Enterprises

JOHANNESBURG | SOUTH AFRICA

WORLD ASSOCIATION FOR SMALL  
& MEDIUM ENTERPRISES (WASME)  
26<sup>TH</sup> INTERNATIONAL CONFERENCE  
ON SMEs (ICSME)

30 November – 2 December 2022  
@Sandton Hotel, Sandton

Recurrent Emergencies, Resilient Enterprise  
– Envisioning The Future

Global economic crises are occurring with increasing frequency and with devastating effects on economies and businesses worldwide. SMEs disproportionately bear the brunt of these unpredictable global events. Innovative and imaginative solutions are required to strengthen the resilience and spur the growth of these businesses in the face of increasing global uncertainty occasioned by these events. While responsive solutions are often crafted and implemented at country level, there is much to be gained through learning from approaches, experiences, and lessons from elsewhere in the world.

The 26th ICSME will provide a potent platform for dialogue and exchange of lessons from past and contemporary approaches to enabling enterprises to withstand the negative impact of various shocks. The outcome of the conference will be proposals on practical actions that can be taken by governments, enterprise support organisations, and SMEs themselves to strengthen the capacities and capabilities of these enterprises to withstand current and future crises and emergencies.

Taking place following a prolonged hiatus in in-person business events due to the global outbreak of the Covid pandemic at the beginning of 2020, the conference will also provide a much-needed networking and reconnection platform for diverse players in SME development internationally. With a cross-section of SME development thought leaders and practitioners, and SMEs themselves, coming together to exchange experiences, learn and inspire, it is anticipated that more effective solutions and ways of doing things will emerge from conference deliberations and a new impetus injected into efforts to strengthen enterprise resilience and success.

The conference programme is structured into three core conversations:

- ❖ Conversation #1: With policymakers
- ❖ Conversation #2: With entrepreneurs and SMEs
- ❖ Conversation #3: With providers of enterprise development support and other ecosystem players.

## Programme

### Wednesday, 30 November 2022

10h00-11h00 Participants in technical visits to 22 on Sloane and Riversands I-HUB meet at @ Sandton Hotel, 5 Benmore Rd, Benmore Gardens, Sandton. (Please note: Visitors to the Johannesburg Securities Exchange (JSE) will meet at the JSE, 2 Gwen Lane, Sandown, Sandton, at 12h15).

#### 12h00-16h00 Parallel technical visits to Enterprise Support Organisations and programmes

The aim of the technical visits is to showcase to conference delegates some of South Africa's leading start-up and SME support programmes. Delegates are invited to select one technical visit of their choice from the list of 5 presented below.



#### 22 On Sloane | 12h00 (depart from @Sandton Hotel at 11h40)

The largest start-up campus in Africa, 22 On Sloane offers disruptive startups and innovative SMEs a complete turnkey solution to scale, from the initial idea to commercialisation, funding opportunities and access to markets., with the aim of nurturing the entrepreneurial mindset, ensuring sustainability, exploring development of new industries, and contributing towards job creation in Africa. Start-ups are actively assisted by experts throughout their journey to build their companies and assist with market entry and financing through angel funders and venture capitals. Its more than 100 start-ups have access to more than 20 support programmes, including an accelerator programme, angel and venture capital funding, access to markets, hackathons and huddles, etcetera.

<https://www.22onsloane.co/h/>



#### JSE Enterprise Acceleration Programme | 12h30 (Meet at JSE Ltd, One Exchange Square, Gwen Lane, Sandton, at 12h00)

As part of the Johannesburg Securities Exchange's (JSE) vision to grow shared prosperity, the JSE Enterprise Acceleration Programme fast-tracks SME growth by providing a platform with an ecosystem of advisors, educational enablers and networks, to prepare them for capital raising as either listed or unlisted entities. SME solutions provided comprise an interactive environment of one-on-one mentoring for high impact, high growth companies, combined with master classes and webinars, with the objective being to enable entrepreneurs to focus on 2-3 KPIs within the programme timeframe and address these with expert assistance.



<https://www.jse.co.za/me/sponsorships-events/jse-enterprise-acceleration-programme>



#### Riversands I-HUB | 14h00 (depart from @Sandton Hotel at 13h15)

Riversands I-Hub is a ground-breaking physical and virtual ecosystem offering a full range of business services, resources and programmes for high-potential small businesses, enabling them to enhance their competitiveness and growth potential.

Located in a 40,000 square meter campus based in Johannesburg, with over 150 businesses on campus, Riversands I-Hub works with ambitious and performance-orientated businesses across South Africa. Its evolving range of business services, resources and programming includes professional services, low-cost utility spaces, finance, business advisory and consulting services, workshops and masterclasses, online learning programmes, growth programming and community.



[www.riversandsihub.co.za](http://www.riversandsihub.co.za)



### Thursday, 1 December 2022

08h00-09h00 Delegate registration

#### 09h00-10h30 Opening session of the 26th ICSME

Moderator: **Mr Septi Bukula**, Founder: Seeza Tourism Growth Network

##### Welcome Address

Councillor Nkululeko Mbundu  
Member of the Mayoral Committee: Department of Economic Development  
City of Johannesburg

##### Partner Message

Mr Saki Zamxaka  
CEO: Gauteng Enterprise Propeller

##### WASME Message

Dr G P Agarwal, Secretary General, WASME (online)

##### AAASME Message

Dr Ebiekure Eradiri  
AAASME Secretary General

##### Keynote Address I

Dr K.C. Jankee  
WASME President

##### Special Address

H.E. Neville El Kabagg  
Minister of Solidarity  
Egypt (online)

10h30-11h00 Break

#### 11h00-12h30 Policy forum: Public policies and support mechanisms to build SME crisis resilience

Moderator: **Dr K.C. Jankee**, WASME President

What past and current policies and special support mechanisms have been enacted around the world in response to various emergencies and crises impacting SMEs and what lessons have been learnt from them? How can these policies and support mechanisms be adapted to respond to future emergencies and crises to strengthen the resilience of SMEs?

##### Keynote Address II

Ms Catherine Wijnberg  
CEO & Director: Fetola

##### Panellists:

**Mr John DIdlu**, CEO: SBI (Small Business Institute)  
**Ms. Fiorina Mugione**, Director for Africa, the Caribbean, Pacific: GSDI (online)  
**Ms Phumla Hlati**, Programme Manager - Inclusive Growth: UNDP SA



Venue: Plenary Room

12h30-13h30 Lunch break

#### 13h30-14h30 Plenary I: SME risks from emergencies and crises – Past and present

Moderator: **Dr Sampa Barnejee**, WASME Executive Director

Assessing the nature and magnitude of risks faced by SMEs in an increasingly volatile and uncertain global economy characterised by recurrent and diverse emergencies and crises and how SMEs can respond to them.

**Ms Pat Semenya**, CEO: Institute for Risk Management South Africa  
**Mr Olawale Fasanya**, Director General & CEO: Small & Medium Enterprises Development Agency of Nigeria  
**Dr Prega Ramasamy**, Economic Counsellor: Economic Development Board, Mauritius in SA  
**Ms Nikita Singla**, Associate Director: BREIF India  
**Mr Dumisani J Msibi**, GMD: FINCORP Swaziland & Vice President: WASME



Venue: Plenary Room

14h30-15h00	Networking break			
15h00-16h00	<p><b>Parallel insight sessions #1</b> Panel presentations and discussion on policy and practice insights focusing on:</p> <table border="0"> <tr> <td> <p><b>1.1 Enabling policies and regulatory frameworks that strengthen the resilience of SMEs</b></p> <p><b>Dr Embeleakpo Apere</b> (Esq) Director General: Bayelsa State Microfinance &amp; Enterprise Development Agency (BYMEDA), Nigeria</p> <p><b>Ms Barbara Ziyane</b> Director: Policy Gauteng Department of Economic Development &amp; Agriculture</p> <p><b>Mr Obaro Marvel Osah</b> Divisional Head – SME, South SME Directorate: Bank of Industry Ltd, Nigeria</p> <p><b>Moderator: Mr KK Diaz</b> CEO &amp; Chief Strategist: A-Game Business Consulting</p> </td> <td> <p><b>1.2 Fostering clusters, networks and other collaborative approaches that enhance SME resilience</b></p> <p><b>Mr. Cliff Waldman</b> CEO: New World Economics &amp; former Research Fellow: National Federation of Independent Business, USA.</p> <p><b>Mr Nigel Gwynne-Evans</b> Team Leader: Ecosystem Development for Small Enterprise (EDSE)</p> <p><b>Mr Sanjiv Layek</b> Executive Secretary: WASME, India</p> <p><b>Moderator: Mr Septi Bukula</b> Founder: Seeza Tourism Growth Network</p> </td> <td> <p><b>1.3 Localisation initiatives and their impact on enabling SME resilience</b></p> <p><b>Mr. Mzi Memani</b> Director: Department of Small Business Development</p> <p><b>Mr Eustace Mashimbye</b> CEO: Proudly South African</p> <p><b>Mr Lusanda Fibi</b> National Coordinator: South African Township &amp; Village Tourism Association</p> <p><b>Moderator: Mr Itia Otabor</b> Director of Strategy: African Centre for Leadership, Strategy &amp; Development, Nigeria</p> </td> </tr> </table> <p>Venue: Plenary Room    Venue: Breakaway Room    Venue: Auditorium</p>	<p><b>1.1 Enabling policies and regulatory frameworks that strengthen the resilience of SMEs</b></p> <p><b>Dr Embeleakpo Apere</b> (Esq) Director General: Bayelsa State Microfinance &amp; Enterprise Development Agency (BYMEDA), Nigeria</p> <p><b>Ms Barbara Ziyane</b> Director: Policy Gauteng Department of Economic Development &amp; Agriculture</p> <p><b>Mr Obaro Marvel Osah</b> Divisional Head – SME, South SME Directorate: Bank of Industry Ltd, Nigeria</p> <p><b>Moderator: Mr KK Diaz</b> CEO &amp; Chief Strategist: A-Game Business Consulting</p>	<p><b>1.2 Fostering clusters, networks and other collaborative approaches that enhance SME resilience</b></p> <p><b>Mr. Cliff Waldman</b> CEO: New World Economics &amp; former Research Fellow: National Federation of Independent Business, USA.</p> <p><b>Mr Nigel Gwynne-Evans</b> Team Leader: Ecosystem Development for Small Enterprise (EDSE)</p> <p><b>Mr Sanjiv Layek</b> Executive Secretary: WASME, India</p> <p><b>Moderator: Mr Septi Bukula</b> Founder: Seeza Tourism Growth Network</p>	<p><b>1.3 Localisation initiatives and their impact on enabling SME resilience</b></p> <p><b>Mr. Mzi Memani</b> Director: Department of Small Business Development</p> <p><b>Mr Eustace Mashimbye</b> CEO: Proudly South African</p> <p><b>Mr Lusanda Fibi</b> National Coordinator: South African Township &amp; Village Tourism Association</p> <p><b>Moderator: Mr Itia Otabor</b> Director of Strategy: African Centre for Leadership, Strategy &amp; Development, Nigeria</p>
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16h00-16h40	<p><b>Conversation with Israel Pons on Pitch at the Beach, Entrepreneurship, and Angel Investing</b> Co-founder: Pitch at the Beach Founder, CEO and Co-founding Partner: Angels Nest LATAM Global Board Member (Latin-American region): Global Business Angel Network (GBAN) Mexico Chair: Government Blockchain Association Ex-President: World Business Angels Investment Forum Angel Investment VC Fund</p> <p><b>Pitch at the Beach Video</b> Venue: Plenary Room</p>			
16h40-17h00	Wrap-up and closure			
18h00-20h00	<b>26th ICSME Dinner &amp; WASME SME Resilience Awards (BY INVITATION ONLY)</b> The Kerzner, School of Tourism & Hospitality, University of Johannesburg			

## Friday, 2 December 2022

09h00-10h30	<p><b>Plenary II: Spotlight on SMEs – Crisis response and resilience</b> <b>Moderator: Ms Archana Sharma, Director for Planning and Development: WASME</b> A panel of SMEs share their stories of resilience and flourishing in the face of emergencies and crises. What can policymakers and ecosystem operators learn from these experiences to develop and deploy responsive support measures? How have past policy and support responses lined up with SME expectations? Venue: Plenary Room</p>			
10h30-11h00	Networking break			
11h00-12h00	<p><b>Parallel insight sessions #2</b> Panel presentations and discussion on policy and practice insights focusing on:</p> <table border="0"> <tr> <td> <p><b>2.1 Enhancing SME resilience through digital enablement and transformation</b></p> </td> <td> <p><b>2.2 Strengthening SME resilience through innovation and product development</b></p> </td> <td> <p><b>2.3 Strengthening SME competitiveness and fostering domestic and international market access</b></p> </td> </tr> </table>	<p><b>2.1 Enhancing SME resilience through digital enablement and transformation</b></p>	<p><b>2.2 Strengthening SME resilience through innovation and product development</b></p>	<p><b>2.3 Strengthening SME competitiveness and fostering domestic and international market access</b></p>
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<p><b>Mr Tshepo Matlou</b> Marketing Executive Jurni South Africa</p>	<p><b>Mr Phindile Tshabangu</b> CEO: TuksNovation</p>	<p><b>Dr Friday Okpara</b> Director: Partnerships &amp; Co-ordination, Small &amp; Medium Enterprises Development Agency of Nigeria</p>			
<p><b>Dr Andre du Preez</b> Owner: Cyquapro and part time lecturer on Management &amp; Entrepreneurship at Tshwane University of Technology</p>	<p><b>Mr Vincent Tau</b> Manager: Technology Station on Chemicals, Tshwane University of Technology</p>	<p><b>Mr Div de Villiers</b> Owner-manager: Dimension Capital Consulting</p>			
<p><b>Mr Itumeleng Segaloe</b> Chief Strategy Officer Sentech SOC Ltd</p>	<p><b>Dr Kerah Johnson Ebong</b> Principal Consultant: Jamine Green Integrated Therapies, Nigeria</p>	<p><b>Dr Prega Ramasamy</b> Economic Counsellor: Economic Development Board, Mauritius in SA</p>			
<p><b>Dr Sanjiv Layek</b> Executive Secretary: WASME, India</p>	<p><b>Moderator: Mr Tervern Japhtha</b> CEO: Start-Up Culture E Accelerator &amp; Presidential 4IR Commissioner</p>	<p><b>Moderator: Ms Nosipho Khonkwane</b> General Manager, Strategic Partnerships &amp; Revenue Management: Gauteng Enterprise Propeller</p>			
<p><b>Moderator: Ms Sifiso Ndwandwe</b> Executive Director: Catalyst for Growth</p>	<p>Venue: Plenary Room    Venue: Breakaway Room    Venue: Auditorium</p>				
12h00-12h30	Open Mic (Participant reflections)				
12h30-13h30	Lunch break				
13h30-15h00	<p><b>Parallel insight sessions #3</b> Panel presentations and discussion on policy and practice insights focusing on:</p> <table border="0"> <tr> <td> <p><b>3.1 Enhancing SME resilience through cleaner production approaches and resource efficiency</b></p> </td> <td> <p><b>3.2 Financing approaches that strengthen the resilience capacity of SMEs</b></p> </td> <td> <p><b>3.3 Building SME resilience in under-served geographic and economic regions</b></p> </td> </tr> </table>		<p><b>3.1 Enhancing SME resilience through cleaner production approaches and resource efficiency</b></p>	<p><b>3.2 Financing approaches that strengthen the resilience capacity of SMEs</b></p>	<p><b>3.3 Building SME resilience in under-served geographic and economic regions</b></p>
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<p><b>Mr Ndivhuho Raphulu</b> CEO: National Cleaner Production Centre South Africa</p>	<p><b>Mr Samuel Mokerosi</b> Head: Deal Origination JSE</p>	<p><b>Mr Bulelani Balabala</b> Founder: Township Entrepreneurs Alliance</p>			
<p><b>Mr Rest Kanju</b> Head of Operations: Indalo Inclusive</p>	<p><b>Mr Israel Pons</b> CEO &amp; Co-founding Partner: Angels Nest LATAM, Global Board Member (Latin America Region): Global Business Angel Network (GBAN), Mexico.</p>	<p><b>Mr Thato Mthopeng</b> National Coordinator: South African Township &amp; Village Tourism Association</p>			
<p><b>Ms Fiorina Mugione</b> Regional Director for Africa, Caribbean, Pacific: GDSI (online)</p>	<p><b>Mr. Dumisani J Msibi</b> GMD: FINCORP Swaziland &amp; Vice President: WASME</p>	<p><b>Mr. Raj Lalchand</b> Vice President (Europe): WASME</p>			
	<p><b>Prof. Atef Elshabrawy</b> Vice President: All Africa Association for Small &amp; Medium Enterprises, Egypt (online)</p>				

<p><b>Moderator: Ms Thulie Nkosi</b> Founder: Progressive Business Connectors &amp; Co-founding Advisor: Entrepreneurship Centres</p>	<p><b>Moderator: Mr Jameel Khan</b> Director: Unconventional CA</p>	<p><b>Moderator: Dr Jabulile Msimango-Galawe</b> Senior Lecturer in Entrepreneurship: Wits Business School; Author, Business &amp; Executive Coach</p>
<p>Venue: Breakaway Room</p>	<p>Venue: Plenary Room</p>	<p>Venue: Auditorium</p>
15h00-15h30	Networking break	
15h30-16h30	<p><b>Plenary III: Building responsive ecosystems that strengthen SME resilience</b> <b>Moderator: Ms Beulah Mosupye</b>, Country Manager: PUM Netherlands &amp; CEO: Haweng Building robust, responsive and collaborative ecosystems to enhance the capacity of SMEs to withstand, recover from and flourish in the face of emergencies, crises and other operational challenges. What measures have worked and how can these be enhanced? What new measures are required and are being introduced? <b>Mr Vusi Skosana</b>, Acting Executive, Innovation Enabling: Technology Innovation Agency <b>Mr Allan Kondrup Jensen</b>, CEO: Leaping Elephant, Denmark (online) <b>Mr Hilton Theunissen</b>, VP International Partnerships (Africa &amp; ASEAN): GrowthWheel International <b>Dr K C Jankee</b>, Ambassador for Govt of Mauritius to Russia <b>Ms. Nikita Singla</b>, Associate Director, BREIF India Venue: Plenary Room</p>	
16h30-17h00	<p><b>Closing plenary of the 26th ICSME</b> Venue: Plenary Room</p>	

### A WASME Event




### Hosted by:



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