

## MEDIA ADVISORY

### SMME Summit “OPEN INNOVATION”

ATTENTION: EDITORS, PRODUCERS AND BUSINESS REPORTERS  
DATE: 13 / SEPTYEMBER / 2017

Small, Medium and Micro-Enterprises (SMMEs) play a crucial role in the development of a developing country like South Africa and government has prioritised entrepreneurship and the advancement of SMMEs as the catalyst to achieve economic growth and development. For this purpose, a department of Small Business Development has been established to help small businesses across South Africa to develop and become active participants in every sector of the economy. To support government priority on economic growth, the Entrepreneurship Section of the University of South Africa (UNISA) in partnership the Department of Economic Development is hosting an SMME summit on the following date:

Date : Thursday, 21st September 2017

Time : 09:00 – 16:00

Venue: Function Hall, 4<sup>th</sup> Floor Kgorong Building, Unisa Muckleneuk Campus

Previous Summits held focused on equipping small business owners with the knowledge and skills to improve financing, marketing and management abilities, this proposed Summit will focus on creativity and innovation as a means of creating sustainable competitive advantages in small businesses.

The Purpose and objectives of the Summit:

- The Entrepreneurship Section of the University of South Africa aligns itself to developing entrepreneurs worthy of making a meaningful contribution in the field of entrepreneurship.
- For this purpose, the SMME Summit will provide focused guidance for SMMEs to mainstream their competitive advantage as effectively as possible.
- This Summit will focus on creativity and innovation as a means of creating sustainable competitive advantages in small businesses.



The theme for the Summit is “OPEN INNOVATION”. This model suggests that SMMEs should combine internal and external ideas and technologies to market their products and services. Mainly used in large organizations, SMMEs could greatly benefit from this practice.

*“Unisa is the largest open distance learning (ODL) institution in Africa and the longest standing dedicated distance education university in the world. We enrol nearly one-third of all South African students. Given our rootedness in South Africa and the African continent, Unisa today can truly claim to be the African university in the service of humanity”* said Unisa Principal and Vice Chancellor Professor Mandla Makhanya.

The Summit will attract over 300 small business owners, primarily based around Gauteng townships and suburbs. The Minister of Economic Development Ms Ebrahim Patel will be the key note speaker.

Members of Media are invited to attend the event

**END!!**

For RSVP and interviews requests, please contact Tommy Huma (Senior Media Officer) on 072 218 6197 / 012 429 3981 OR Ilze Crous (Marketing Specialist: Unisa College of Economic and Management Sciences) on 079 494 5533 / 012 429 4797

**ISSUED BY UNISA MEDIA AFFAIRS DIRECTORATE**

