



MEDIA STATEMENT

FOR IMMEDIATE RELEASE

THE INSTITUTE OF CHARTERED ENTREPRENEURS PRESENTS THE AfCFTA AWARENESS AND SA SME READINESS BREAKFAST EVENT

The Institute of Chartered Entrepreneurs is thrilled to announce the hosting of the AfCFTA Awareness and SA SME Readiness breakfast event on 12 July 2023. This exclusive event will take place at the prestigious Country Club Johannesburg, Auckland Park, and promises to be a valuable opportunity for SMEs and entrepreneurs to gain insights into the benefits and strategies for navigating the African Continental Free Trade Agreement (AfCFTA).

With the theme "Towards an inclusive AfCFTA intertrade," this event aims to equip small and medium-sized enterprises (SMEs) with the knowledge and tools needed to thrive in the evolving landscape of regional trade. As the AfCFTA paves the way for increased intra-African trade, it is crucial for businesses to understand the potential advantages and challenges that lie ahead. The breakfast event will feature esteemed speakers and industry experts who will share their expertise and experiences, providing practical advice and actionable strategies.

The AfCFTA Awareness and SA SME Readiness breakfast event is made possible through the generous support of our lead sponsors, the Export Credit Insurance Corporation (ECIC) and Absa. Their commitment to fostering entrepreneurship and promoting economic growth in South Africa is commendable, and we are grateful for their partnership in making this event a reality.

"As a vital segment of our economy, small businesses make a meaningful contribution to job creation and support neighbourhoods and communities. As Absa, we are committed to supporting SMEs and catering to their unique needs through financial and non-financial support. Our collaboration with the Institute of Chartered Entrepreneurs and sponsorship of the AfCFTA and SA SME Readiness Breakfast is one way we are playing our part in helping SMEs with the tools and opportunities to thrive in this challenging environment," said Kgalaletso Tlhoale, Head of Enterprise Development at Absa Relationship Banking.

"With AfCFTA expected to boost intra-African trade by over 50% through creation of a single market made up of about 1.3 billion people, the ECIC commissioned a survey to get an overview on the state of awareness and knowledge of South African small businesses on the Agreement and the impact it will likely have on local SMEs. Sindiso Ndlovu, ECIC's Acting Head: Political, Economic, Analysis & Research Unit, indicated that the survey outcomes are providing guidance to the Corporation in terms of appropriate product development interventions, including underwriting considerations from an export credit insurance perspective. ECIC has made it a priority to continuously identify market gaps in order to come up with appropriate interventions to support SMEs accordingly, in export trade."

Limited seats are available for this complimentary breakfast event, and we encourage SMEs and entrepreneurs to secure their spots as soon as possible.



The event will provide an excellent platform for networking, knowledge sharing, and engagement with like-minded individuals and industry leaders. Attendees will have the opportunity to gain valuable insights, explore potential business collaborations, and form lasting connections.

Event Details:

Date: 12 July 2023

Time: 8:30 AM – 11:00 AM

Venue: Country Club Johannesburg, Auckland Park

To register for the AfCFTA Awareness and SA SME Readiness breakfast event, please visit our website at <https://www.charteredentrepreneurs.com/general-9> . Due to limited seating availability, early registration is highly recommended.

For media inquiries, please contact:

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About The Institute of Chartered Entrepreneurs:

The Institute of Chartered Entrepreneurs is a leading professional association dedicated to empowering entrepreneurs and SMEs through education, mentorship, and advocacy. Our mission is to foster a culture of entrepreneurship and provide the necessary tools and resources to help entrepreneurs succeed in an ever-changing business landscape.

We seek to enhance the credibility and sustainability of entrepreneurs, and small enterprises by providing the requisite skills, competencies, and opportunities to conduct ethical, profitable business.

Through our sustained professional development, networks, and chartered pathways, we strive to help entrepreneurs and their businesses stand out from their peers and the competition with accredited professionals and small business certifications.