

Business Opportunities & Franchise Expo offers top speakers

Thebe Exhibitions and Projects and the Eskom Foundation present the Business Opportunities & Franchise Expo, which is dedicated to developing entrepreneurship in South Africa, at the Coca Cola Dome, Johannesburg from 16-19 September 2010.



For the first time, the expo will feature the Unique Speakers Bureau (USB) Business Buzz Zone. Together USB and the Dream Team will put on a showcase of engaging presentations and demonstrations designed to enlighten the business owner at no cost. Categories include: how to be an effective entrepreneur, technology trends in business, political trends in the economy, managing your energy, financial management, business strategy, branding and advertising as well as leadership networking.

"The expo, along with media support from *The Star* and *The Star Workplace*, will fulfil a vital function in connecting SMME owners and business opportunities with investors," says Hilly Camacho, marketing manager at *The Star*, the official media partner for the show.

Glynis Anderson, GM of Thebe Exhibitions and Projects, says, "We will reach even more entrepreneurs via the formidable readership base that *The Star* has in place. We want to inspire them to start their own businesses or to access new customers and investors, and to seek help developing their skills."

The Eskom Foundation has been involved in stimulating the SMME sector, particularly black-owned and black-women-owned companies and has actively created opportunities for entrepreneurs to grow, particularly in communities around Eskom's new build sites for the last 14 years.

Haylene Liberty, CEO of the Eskom Foundation, adds, "What better platform to bring together big and small enterprises, financiers, corporate buyers and people seeking business opportunities. This expo creates one of the most unique platforms for business."

The expo is aligned with government's drive to develop the economy and create jobs by focusing on small, medium and macro enterprises.