



Cedar Point Global

Promotion of SME growth



Promotion of SME growth, thereby managing unemployment and foreign currency shortages

According to the world bank, SMEs represent more than 50% of employment and contribute up to 40% of GDP in emerging markets. The importance of this sector goes without saying and yet the sector is usually starved of resources and knowledge. Capacitating this sector, which is an engine for growth, is not capital heavy. Small investments have a multiplier effect as the profits made in this sector are spent in the economy thereby promoting further growth and employment. The workshop discusses best practices on SME support and promotion.

Workshop objectives

- Share best practices on SME growth promotion
- Provide information regarding access to export markets for SMEs so as to position this sector as an engine for foreign currency generation

Workshop outcomes

Action plans and clear roadmaps for SME growth promotion

Outline

Experts will lead various sessions and work with the teams to come up with realistic and achievable action plans which can be easily implemented in the departments represented.

Topic

Powering SMEs for growth
Access to capital
Development of export markets
Action planning

Speaker

Renowned Experts from the African continent
Representative from the Financial markets
Asia-Africa Import -Export agency
Representatives from Africa and Global development agents

Who should attend:-In view of the diversity of the issues covered, representatives from various ministries and departments can attend , including (but not limited to):-

- Trade, Industry and Commerce
- SME development
- Agriculture, Lands and rural development
- Information and Communication
- Labour
- Environment and Forestry
- Tourism
- Mines and Energy
- Public service and Administration
- Public works and Public enterprises
- Science an Innovation
- Social development
- Transport
- Women and Youth development
- National Treasury and economic planning
- Foreign and Diaspora affairs

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