



# 26<sup>TH</sup> INTERNATIONAL CONFERENCE FOR SMALL AND MEDIUM ENTERPRISES (ICSME) 2022



*Reflections*

## A WASME Event



## Hosted By



## In collaboration with



## Knowledge Partner



## Financially supported by



## In association with





# 200+ Participants from various countries



# Recurrent Emergencies, Resilient Enterprises – 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. In this context, the 26th ICSME provided 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 discussions revolved around practical actions

that can be taken by governments, enterprise support organizations, 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 also provided 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, more effective solutions and ways of doing things emerged from conference deliberations and a new impetus injected into efforts to strengthen enterprise resilience and success.

## The conference program was 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.



# Technical visits to Enterprise Support Organizations and Programmes

The technical visits showcased to conference delegates some of South Africa's leading start-up and SME support programmes.

## 22 ON SLOANE

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 commercialization, 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, etc.







## JSE Enterprise Acceleration Programme

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.





## Riversands I-HUB

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 master classes, online learning programmes, growth programming and community.





# DAY – 1

## Opening Session

### Moderator

Mr Septi Bukula, Conference Director:  
Founder, Seeza Tourism Growth  
Network

### Welcome Address

Cllr Nkululeko Mbundu, Member of the  
Mayoral Committee, Department of Economic  
Development, City of Johannesburg

### WASME Message

Dr. Sampa Banerjee, Executive Director,  
WASME (on behalf of Dr G P Agarwal,  
Secretary General, WASME)

### Partner Message

Ms Nosipho Khonkwane General Manager,  
Strategic Partnerships & Revenue  
Management: Gauteng Enterprise Propeller  
(on behalf of Mr. Saki Zamxaka CEO, Gauteng  
Enterprise Propeller)

### AAASME Message

Dr Ebiekure Eradiri, Secretary General, AAASME

### Keynote Address

Dr K.C. Jankee, President, WASME





## FELICITATIONS

### WASME team felicitated the Special Guests and Partners:

**Cllr Nkululeko Mbundu**, Member of the Mayoral Committee, Department of Economic Development, City of Johannesburg

**Mr. Septi Bukula**, Conference Director: Founder, Seeza Tourism Growth Network

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

**Mr. Dumisani J Msibi**, GMD: FINCORP Swaziland & Vice President: WASME

**Dr. Friday Okpara**, Director: Partnerships & Coordination, Small & Medium Enterprises Development Agency of Nigeria

**Mr. Raj Lalchand**, Vice President (Europe): WASME





# #WELCOME2JOBURG





# Policy forum: Public policies and support mechanisms to build SME crisis resilience

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

Keynote Address by Ms. Catherine Wijnberg, CEO & Director: Fetola

Ms. Phumla Hlati, Programme Manager – Inclusive Growth: UNDP SA

Ms. Fiorina Mugione, Director for Africa, the Caribbean, Pacific, GSDI

Mr John Dlodlu, CEO: SBI (Small Business Institute)

Ms. Nikita Singla, Associate Director, Bureau of Research on Industry and Economic Fundamentals (BRIEF), India

## Panel Discussion

- ★ Past and current policies and special support mechanisms enacted around the world in response to various emergencies and crises impacting SMEs lessons learnt from them
- ★ Adaptation of policies and support mechanisms to respond to future emergencies and crises to strengthen the resilience of SMEs
- ★ Core Issues discussed: Access to Finance and Access to Market

## LAUNCH OF POSITION PAPER

### Building Back Better: Reducing Risk and Building Business Resilience, Future-Proofing SMEs

WASME and BRIEF have partnered to spearhead the development of knowledge repository for SME growth and resilience. Position Paper 2022 is a part of this effort

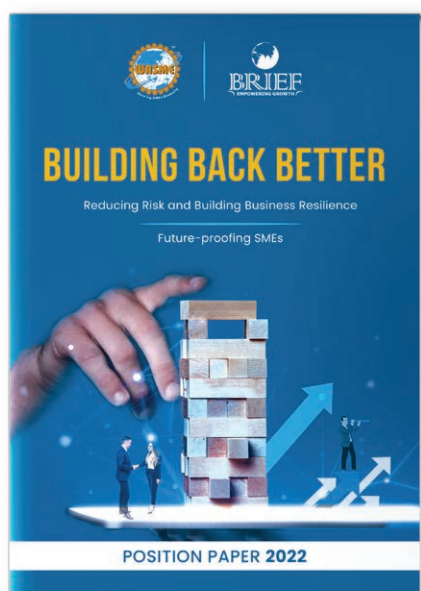


**Presentation by:** Ms. Nikita Singla, Associate Director, Bureau of Research on Industry and Economic Fundamentals (BRIEF), India and Governing Body Member, WASME

"The world has rapidly changed for all of us during and post Covid-19, additionally so with the turmoil of the war.

And we all know that smaller enterprises, and especially those led by women, have been far more adversely impacted.

There is disproportionate impact of the pandemic on smaller firms because of their financial fragility, smaller cash buffers (for instance, half of SMEs in the US operate with less than 27 days of cash reserve), weaker supply chain capabilities, lesser liquidity, lesser uptake of digital tools and technologies, more operational and regulatory constraints"



The position paper elaborated on External Stimuli and Internal Stimuli that have been used to respond to the Covid-19 crisis.

In terms of external stimuli, governments across the globe responded swiftly to the unprecedented challenges in the wake of Covid-19, in the form of financial instruments and structural support measures. According to a research by the International Monetary Fund on common government support measures used in 130 countries to help cash-strapped small businesses, the data shows that overall, financial assistance such as grants was the most used policy measure (adopted by 77 percent of countries), followed by public guarantees on loans (50 percent), delays in loan repayments (30 percent), tax relief (28 percent), and lower interest rates (24 percent).

These are all financial instruments, structural policies have been employed only sparingly, with a focus on teleworking and digitization.

Four country case studies were presented.



## Country Case Studies

Summary of country SME and entrepreneurship policy responses to COVID-19 by type of policy instrument (February 2020–February 2021)

Interventions	Chile	India	Netherlands	South Africa
Measures for Self-Employed			✓	
Wage Subsidies	✓	✓	✓	✓
Debt Moratorium	✓	✓	✓	✓
Rent/Utilities	✓		✓	
Value Added Tax (VAT)	✓			
Income/Corporate Tax			✓	✓
Equity Instruments	✓		✓	
Grants and Subsidies		✓	✓	✓
Direct Lending to SMEs	✓		✓	
Loan Guarantees		✓	✓	✓
Sustainability Measures	✓			✓
Policies dedicated to Start-ups	✓			
Innovation			✓	
Teleworking / Digitalisation		✓	✓	

In terms of internal stimuli, SMEs across the globe had to change their business models to survive Covid-19. For instance, in India, nearly 43% MSMEs said they changed their business model to survive the pandemic. When asked about the nature of adjustments made in their businesses, 56% MSME respondents said they were forced to adopt digital for marketing and payments, while 38% said they focused on improving their customer relations. 35% respondents had to take external financial help to support their businesses, while 34% said they moved to a remote working model.

# Plenary: SME risks from emergencies and crises – Past and present

Moderator: Dr Sampa Banerjee, Executive Director, WASME

Dr Prega Ramasamy, Economic Counsellor: Economic Development Board, Mauritius in SA

Mr. Dumisani J Msibi, GMD: FINCORP Swaziland & Vice President: WASME

Mr Olawale Fasanya, Director General & CEO: Small & Medium Enterprises Development Agency of Nigeria

- ★ Assessed 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 nature of response of SMEs





## PARALLEL INSIGHT SESSIONS

### Enabling policies and regulatory frameworks that strengthen the resilience of SMEs

Moderator: Mr. KK Diaz  
CEO: A-Game Business Consulting

Ms Barbara Ziyane Director:  
Policy Gauteng Department  
of Economic Development  
& Agriculture

Mr Vukile Nkabinde, Director  
SME Policy DSBD, South  
Africa

Ms. Nikita Singla, Associate  
Director, Bureau of  
Research on Industry and  
Economic Fundamentals  
(BRIEF), India

### Fostering clusters, networks and other collaborative approaches that enhance SME resilience

Moderator: Mr. Septi Bukula  
Founder: Seeza Tourism  
Growth Network

Mr. Cliff Waldman CEO: New  
World Economics & former  
Research Fellow: National  
Federation of Independent  
Business, USA

Mr Nigel Gwynne-Evans  
Team Leader: Ecosystem  
Development for Small  
Enterprise (EDSE)

Dr. Sanjiv Layek, Executive  
Secretary WASME

### Localisation programmes and their impact on enabling SME resilience

Moderator: Mr. Itia Otabor  
Director of Strategy: African  
Centre for Leadership,  
Strategy & Development

Mr. Mzi Memani Director:  
Department of Small  
Business Development

Mr Eustace Mashimbye  
CEO: Proudly South African

Mr Lusanda Fibi, National  
Coordinator, South African  
Township and Village  
Tourism Association



## WRAP-UP AND CLOSURE

Conversation between Mr. Israel Pons, CEO & Co-founding Partner: Angels Nest LATAM, Global Board Member (Latin America Region): Global Business Angel Network (GBAN), Mexico and Mr. Septi Bukula Founder: Seeza Tourism Growth Network



### Closing Dinner & WASME SME Awards, The Kerzner, School of Tourism & Hospitality, University of Johannesburg

#### **Ms Agnes Malebane**

Tswelangpele Primary Co operative Ltd,  
South Africa

Resilience through Human Resource  
Development in Skill Development

#### **Mr Paul Vos**

Go.See.Do. South Africa

Resilience through Product/Service  
Innovation in Travel and Tourism sector.

#### **Mr Yusuf Munshi**

BOS Technology PTY Ltd., South Africa

Resilience through Technology/ Digital  
Technology in Financial sector

#### **Ms Thekla Mutero**

Emerging Mining Association of Namibia

Resilience through Management  
Leadership in Mining Sector.

#### **Mr. Snehashis Chakraborty**

Mass Biomedicals Pvt. Ltd. India

Resilience through Product/Service  
Innovation in Medical Device sector

#### **Mr. Emmanuel Sofa**

SOFER Initiative, Nigeria

Resilience through ensuring  
sustainability

#### **Mr. Olukayode Pitan**

Bank of Industry Nigeria

Resilience through Financial  
Innovation in Banking Sector







## DAY – 2

### Spotlight on SMEs – Crisis response and resilience

Moderator: Ms Archana Sharma, Director for Planning and Development: WASME

Ms Agnes Malebane – Tswelangpele Primary Co operative Ltd, South Africa

Mr Paul Vos – Go.See.Do. South Africa

Mr Yusuf Munshi – BOS Technology PTY Ltd., South Africa

#### Panel Discussion

- ★ A panel of SMEs shared their stories of resilience and flourishing in the face of emergencies and crises.
- ★ Shared learnings for policymakers and ecosystem operators to develop and deploy responsive support measures
- ★ Discussed how past policy and support responses lined up with SME expectations





## PARALLEL INSIGHT SESSIONS

### Enhancing SME resilience through digital enablement and transformation

Moderator: Mr. Tervern Japhtha CEO: Start-Up Culture E Accelerator & Presidential 4IR Commissioner

Mr Tshepo Matlou Marketing Executive Jurni South Africa

Dr Andre du Preez Owner: Cyquapro and part time lecturer on Management & Entrepreneurship at Tshwane University of Technology

Mr Itumeleng Segaloe Chief Strategy Officer Sentech SOC Ltd

Dr Sanjiv Layek Executive Secretary WASME

### Strengthening SME resilience through innovation and product development

Moderator: Ms Nosipho Khonkwane General Manager, Strategic Partnerships & Revenue Management: Gauteng Enterprise Propeller

Mr Phindile Tshabangu CEO: TuksNovation

Mr. Vincent Tau Manager: Technology Station on Chemicals, Tshwane University of Technology

Ms Kerah Ebong Principal Consultant: Jamine Green Integrated Tharepies, Nigeria

### Strengthening SME competitiveness and fostering domestic and international market access

Moderator: Ms Sifiso Ndwandwe Executive Director: Catalyst for Growth

Dr Friday Okpara Director: Partnerships & Coordination, Small & Medium Enterprises Development Agency of Nigeria

Mr Div de Villiers Owner-manager: Dimension Capital Consulting

Dr Prega Ramasamy Economic Counsellor: Economic Development Board, Mauritius in SA



### Enhancing SME resilience through cleaner production approaches and resource efficiency

Moderator: Ms Thulie Nkosi  
 Founder: Progressive Business Connectors & Co-founding Advisor: Entrepreneurship Centres

Mr Ndivhuho Raphulu  
 CEO: National Cleaner Production Centre South Africa

Mr Rest Kanju, Head of Operations: Indalo Inclusive

Ms Fiorina Mugione  
 Regional Director for Africa, Caribbean, Pacific: GDSI (online)

### Financing approaches that strengthen the resilience capacity of SMEs

Moderator: Mr. Jameel Khan  
 Director: Unconventional CA

Mr Samuel Mokorosi Head: Deal Origination JSE

Ms Portia Zilwa, Head of SME Banking: Grindrod Bank

Mr. Israel Pons, CEO & Co-founding Partner: Angels Nest LATAM, Global Board Member (Latin America Region): Global Business Angel Network (GBAN), Mexico

Mr. Dumisani J Msibi, GMD: FINCORP Swaziland & Vice President: WASME

Prof. Atef Elshabrawy  
 Vice President: All Africa Association for Small & Medium Enterprises, Egypt (online)

### Building SME resilience in under-served geographic and economic regions

Moderator: Dr Jabulile Galawe-Msimang  
 Senior Lecturer in Entrepreneurship: Wits Business School; Author, Business & Executive Coach

Mr Bulelani Balabala  
 Founder: Township Entrepreneurs Alliance

Mr Thato Mothopeng, National Coordinator: South African Township & Village Tourism Organisation

Mr. Raj Lalchand Vice President (Europe): WASME





## Closing Plenary: Building responsive ecosystems that strengthen SME resilience

Moderator: Mr. Septi Bukula, Conference Director: Founder, Seeza Tourism Growth Network

Dr K C Jankee, President, WASME

Mr Allan Kondrup Jensen, CEO: Leaping Elephant, Denmark

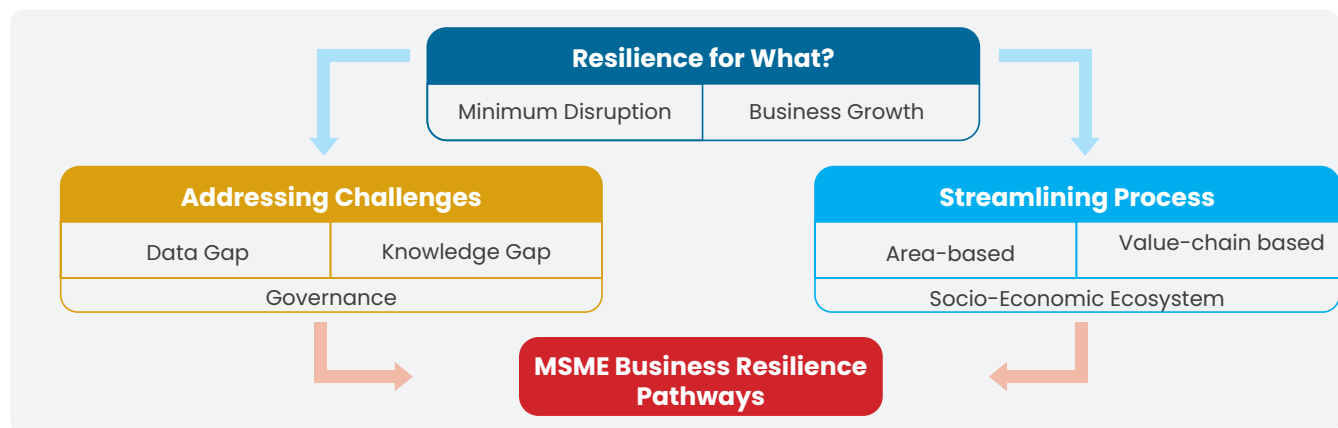
Ms. Nikita Singla, Associate Director, Bureau of Research on Industry and Economic Fundamentals (BRIEF), India

Mr Vusi Skosana, Acting Executive, Innovation Enabling: Technology Innovation Agency

Mr Hilton Theunissen, VP, International Partnerships – Africa & ASEAN: GrowthWheel International

### Panel Discussion

- ★ Discussion around 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
- ★ Measures that have worked and how can these be enhanced
- ★ New measures that are required and are being introduced



## SME EXHIBITION

**An important element of the conference was the inclusion of 10 SME exhibitors, all sponsored by Gauteng Enterprise Propeller, in conference deliberations. This was done by placing the SME exhibition inside the conference hall, an arrangement that SMEs found both unique and highly beneficial as they got to both exhibit and take part in the conference proceedings. They gave very positive feedback on this arrangement.**





## CLOSING OF 26<sup>TH</sup> ICSME 2022

# Announcement of next 27<sup>th</sup> ICSME in Mauritius, November 2023





**WORLD ASSOCIATION FOR SMALL  
AND MEDIUM ENTERPRISES**

WASME House,  
Plot No. 4, Sector- 16/A, Institutional Area,  
Film City, Noida- 201301, Uttar Pradesh, India

Email: [wasme@wasmeinfo.org](mailto:wasme@wasmeinfo.org)



**BUREAU OF RESEARCH ON INDUSTRY AND  
ECONOMIC FUNDAMENTALS (BRIEF)**

B-59, Ground Floor,  
South Extension Part - II  
New Delhi - 110049

Email: [info@briefindia.com](mailto:info@briefindia.com)