



PUSHING SOUTH AFRICAN BOUNDARIES ON SMME DEVELOPMENT

The informal sector is a significant part of the South African economy creating much-needed jobs to address high unemployment and poverty.

The W&RSETA continues to implement innovative initiatives to support the growth of the SMME sector, and its latest groundbreaking innovation is an in-market business development and capacitation programme in partnership with Kenyan Zetech University and Wits University. In 2023, the W&RSETA launched the Informal Traders Exchange Programme with 117 informal traders and exposed them to Nairobi's thriving informal trade focused on technological and innovation best practices.

One of the main components of the programme was the immersion in Nairobi, in collaboration with the Kenya National Chamber of Commerce where informal traders were exposed to informal businesses, comprising visits to selected businesses for practical experiential learning in the areas of business automation, innovation, and marketing. The immersion was followed by a six-month mentorship programme.



Programme launches in South African and Kenya



Immersion in Nairobi, Kenya

The entrepreneurs presented their experiences highlighting key learnings, growth in their businesses through expansion, diversification and formalisation at an event to showcase the successes on 26 March 2024 at Wits University.



Successes showcase event



"The collaboration between the three institutions reflects the broader bilateral relations between Kenya and South Africa. The entrepreneurs should take advantage of the African Continental Free Trade Area Agreement which will enable ease of trade."

**Her Excellency Ms Jane Ndurumo, Kenyan
High Commissioner to South Africa**



"After 12 months, report the impact of the programme to enable us to showcase the successes to other SETAs. Each programme should have an impact in the South African economy. Even with this programme, we are going to make an impact."

**Zukile Mvalo, Deputy Direct-General: Skills
Development, Department of Higher Education
and Training**



"The programme, among other partnerships, enhances bilateral relations agreements between South Africa and Kenya with common focus areas on poverty, job creation and reducing unemployment."

**His Excellency Mr Mninwa Mahlangu, South
African High Commissioner to Kenya**



"You are trailblazers and game changers. We now have a tried and tested model that we can improve to make a flagship programme."

Tom Mkhwanazi, W&RSETA CEO

CONGRATULATIONS TO THE 110 ENTREPRENEURS WHO COMPLETED THE PROGRAMME.

