



# SEDA PRESENTATION

15 February 2023



# WHO IS Seda?

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The Small Enterprise Development Agency (Seda) was established in December 2004, through the National Small Business Act as amended (Act 29 of 2004).

Seda was initially formed through the merger of Ntsika Enterprise Promotion Agency, the National Manufacturing Advisory Centres (NAMAC) as well as the Community Public Private Partnership Programme (CPPP). The *Godisa Trust incubation programme*, *Technology Transfer Programme*, and the *SA Quality Institute* were later incorporated into Seda to form the *Seda Technology Programme (Stp)*.

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# ENTERPRISE SUPPORT NETWORK

## 80+ Seda Branches and Co-Locations (EDD)

### Business Talk

- Assess
- Advise
- Train
- Register

### Business Start

- Market Plan
- Counselling
- Finance
- Support

### Business Build

- Capacitate
- Mentor
- Procure
- Franchising

### Business Grow

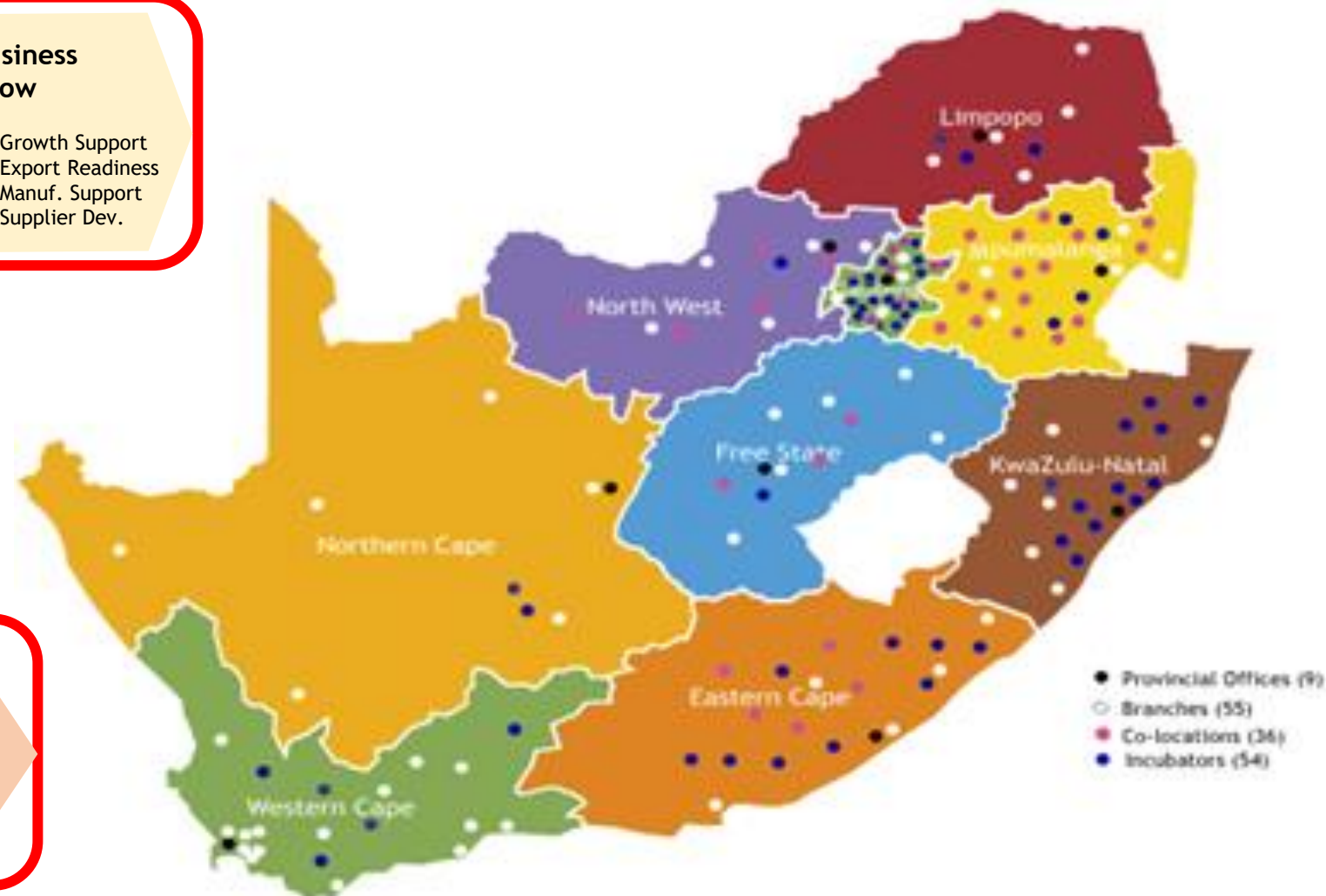
- Growth Support
- Export Readiness
- Manuf. Support
- Supplier Dev.



## 57+ Seda Technology and TVET Incubators (STP)

### Incubation for Start-Ups

- Assessment, Selection
- Training, Systems, Tools
- Offices, Workshops
- Shared Business Processes
- Market & Finance Plans
- Mentoring, Tracking





# 1. Seda Products and Services

Support Offered	Key Interventions	Supported Sectors
Access to Market	<ul style="list-style-type: none"><li>Local exhibitions</li><li>Supplier development</li><li>Marketing support – signage, branding &amp; marketing plan</li><li>International trade missions</li><li>Export compliance support</li></ul>	<ul style="list-style-type: none"><li>Agriculture</li><li>Agro processing</li><li>Automotive</li><li>Chemicals</li><li>Construction</li><li>ICT</li><li>Manufacturing</li><li>Metal Fabrication</li><li>Mining &amp; Beneficiation</li><li>Mixed high Tech</li><li>Renewable Energy</li><li>Services</li><li>Tourism</li><li>Wholesale &amp; Retailers</li></ul>
Access to Finance	<ul style="list-style-type: none"><li>Business plan preparation</li><li>Feasibility study support</li><li>Application for funding</li><li>Business pitching</li><li>Funding referrals</li></ul>	
Business Management Training	<ul style="list-style-type: none"><li>Business start up training</li><li>Business improvement training (HR &amp; Finance)</li><li>Quality training</li><li>Empretec training</li><li>Export training</li><li>Productivity improvement training</li></ul>	
Business Development Interventions	<ul style="list-style-type: none"><li>Business mentorship and coaching</li><li>Technology support</li><li>Business specific need intervention.</li></ul>	
Incubation	<ul style="list-style-type: none"><li>Structured and comprehensive mentorship and coaching</li><li>Access to working space</li><li>Access to technology and industry insights</li><li>Access to markets</li></ul>	



# 1. Seda Products and Services

Programme	Description
<b>Export Development Programme</b>	❖ This is a programme whereby small enterprises are assessed with regards to their export readiness and then supported with a number of relevant interventions to ensure that they become export ready. Once it is determined that they are export ready they are provided with opportunities to market their products locally and internationally through trade shows and other platforms.
<b>Manufacturing Support Programme</b>	❖ This is a programme designed to assist small and micro manufacturers, the support includes technical and generic training, Quality Systems implementation as well as assistance to acquire necessary machinery and equipment to support their growth.
<b>Supplier Development Programme</b>	❖ The supplier development programme is a framework whereby Seda supports corporates and private sector companies to implement supplier development programmes. The objective is to ensure that the supplier development initiatives implemented are value adding, aligned to best practice and to ensure that SMME's are provided with market access opportunities.
<b>Coaching Programme</b>	❖ The Seda Enterprise Coaching Programme is a programme based on international best practice. It is a ten-month programme focused on growing small businesses. The programme focuses on providing a set of generic business skills, individual entrepreneur coaching as well as establishing peer to peer mentorship networks.
<b>Mentorship Programme</b>	❖ This programmes focuses on linking small enterprises and entrepreneurs with a skilled and experienced mentor to assist the business to grow, impart knowledge and experience and unlock various market opportunities.
<b>Business management training</b>	❖ This intervention is focused on providing aspiring and existing small business owners with business management training, to enable their business to be sustainable and grow.



# 1. Seda Products and Services

Programme	Description
<b>Cooperatives and Community Public Private Partnerships</b>	❖ Seda support co-operatives on principles of co-operation, how to manage a co-operative. Training co-operatives on the Co-operatives Act, and on how to go about forming a co-operative. Further support includes business management training and providing cooperatives with business development interventions.
<b>Basic Entrepreneurial skills Development</b>	❖ The programme is designed to transfer of basic business skills to micro-business owners during weekly two-hour one-on-one training/coaching sessions at their business premises over approximately 15 months.
<b>Quality &amp; Standards</b>	❖ The programme entails management systems development that ensures that the enterprises become resilient and operate efficiently. Product Testing /Certification ensures that the products manufactured by the entrepreneurs are safe and meet the statutory and regulatory requirement.
<b>Technology Transfer Programme</b>	❖ Support to acquire innovative, production-enhancing technology, to assist small and micro enterprises to grow, and propel them to start competing in the mainstream economy.
<b>Incubation Programme</b>	❖ Technology Business Incubation is a 3 year programme designed to strengthen technology commercialisation and harness the entrepreneurship of the technology community in South Africa. Other support include nurturing small businesses and start-ups in a controlled environment where they are mentored by experiences business development specialist until they are able to operate on their own.



## BACKGROUND

# 2019 STATE OF THE NATION ADDRESS By President Cyril Ramaphosa

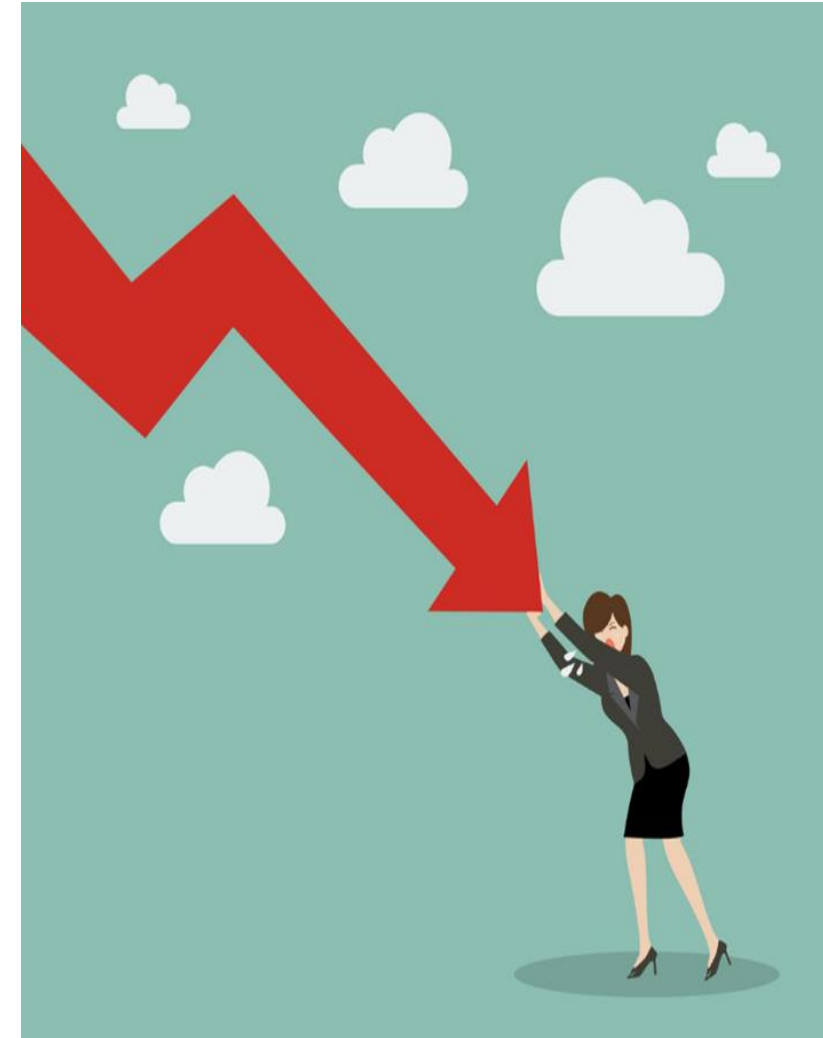
- President of SA, in the SONA address in June 2019, positioned SMME's as primary drivers of economic growth, employment and reduction of income inequality in South Africa.
- SheTrades hub was one of the key priorities announced at the SONA address that can assist in building the economy. The DSBD was tasked to drive the programme and will be implemented by its agency Seda and supported by ITC.
- The SheTradeZA hub is aimed to increase economic growth and create jobs by enabling increased participation of WOB in trade.





## BACKGROUND

- Decline in female SMME's from 48% in 2008, to 38% in 2017.
- Female ownership more in micro (41%) and small (38%) than medium sized enterprises (27%). (IFC, 2018)
- SA has made headway in reducing gender bias for women participating in early stage entrepreneurial activities and receiving a moderate overall score of 23<sup>rd</sup> globally
- In SA, women only comprise 19.4% business owners, ranking in 45th, as compared to Uganda (39.6 percent) ranks first in the world with the highest number of women business owners, followed by Botswana (38.5 percent), and Ghana (36.5 percent).





# Challenges Faced by WOB



Lack of Access to Market and Networking opportunities



Technical and Business Skills Development



Access to Capital



Lack of exposure to potential investors





# 7 Pillars of SheTrades

## 1 Champion. Quality data



#SheTrades

## 2 Enact. Fair policies



#SheTrades

## 3 Secure. Government contracts



#SheTrades

## 4 Strike. Business deals



#SheTrades

## 5 Enable. Market access



#SheTrades

## 6 Unlock. Financial services



#SheTrades

## 7 Grant. Ownership rights



#SheTrades

# #SheTrades



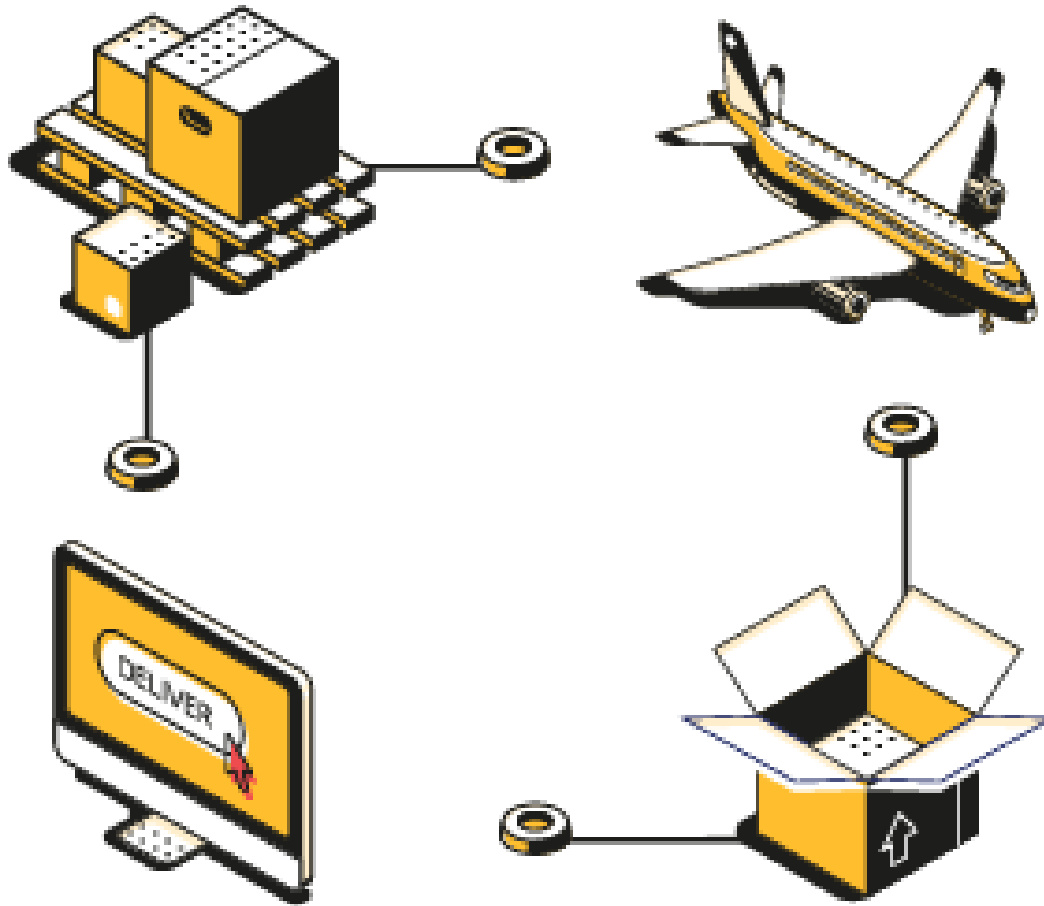
# The Objectives



- To register WOB in the SheTradeZA hub.
- To provide support to WOB with export related activities and business development services.
- To assist WOB to access global value chains



# The Benefits of SheTrades Programme



- Connect with diverse businesses and build a strong network i.e. business deals/opportunities,
- Offer and source products & services, WOB can sell their products and services by posting offers on the platform. Buyers can then peruse offers & make orders,
- Learn new skills: free e-learning materials/VLS, online courses, webinars and market tools,
- Participate in workshops, trade fairs and other business events,
- Stay up to date with ITC SheTrades activities, news, success stories, videos & publications.



# Client Journey on the SheTrades Programme

## Level 3

### Talk

- Information sessions
- Registration of client
- Advice

### • Start

- Assessments (ACO,CPE, ERAT,SBAT, EDT)
- Capacity building Trainings (Basic Business Skills, Start up-1)
- Business Development Services



## Level 2

### Build

- Technical training (QMS & certification, HACCP, Quality & Standards)
- Innovation Support
- Export Readiness programme (Interventions based on ERAT)
- Export Mentorship
- Manufacturing Support programme
- Supplier Development programme
- Incentive Scheme (Co-operative Incentive Scheme, Blended finance and any other financial instrument)



## Level 1

### Grow

- Mentorship & Coaching
- Small Enterprise Coaching programme
- Women Enterprise Coaching programme
- Incentives schemes: (EMIA,SSAS, Manufacturing Support Scheme)
- Access to Markets (e-commerce, trade fairs, B2B's, B2C's)
- Domestic market
- International market
- Post-event mentorship



## SheTradesZA Participation Criteria



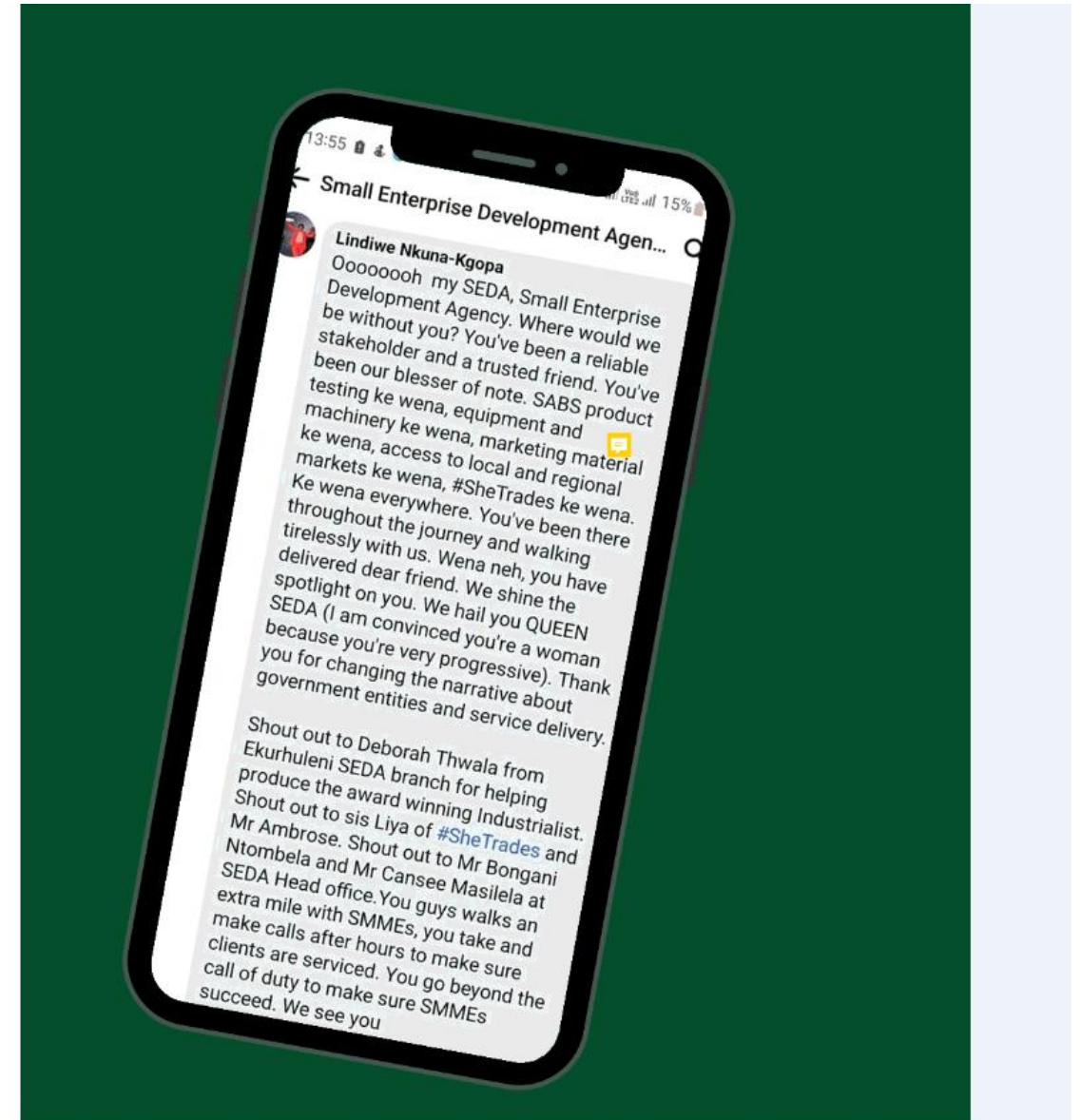
- At least 51% owned, managed and controlled by women
- Minimum 50% of South African owned business
- Should not be a subsidiary of another company or a franchise business
- Participant must be a woman owner or woman manager of an SME
- Participant must be directly involved in the day-to-day running of the business;
- Preference will be given to the government priority sectors and designated groups.



# SheTradesZA Success Stories

## SheTradesZA Hub Support Stories

Lindiwe Nkuna  
Lindiwe Sanitary Pads





## SheTradesZA Success Stories



### **Local tea brand crowned Food Lover's Market's new social enterprise supplier**

Food Lover's Market has named Setšong African Tea Crafters as this year's winning social enterprise to join the retailer's supplier network through its Seeds of Change Supplier Development Partnership. The local tea brand's triumph comes after a stringent bootcamp and a day of pitching to senior Food Lover's Market executives.

As the successful applicant, Setšong African Tea Market will now supply tea products to the Food Lover's Market Group.



## SheTradesZA Hub contact details

Ready to do Business?

Become a member of the SheTradesZA Hub today:

[www.shetrades.com](http://www.shetrades.com)

Have a question? Send an email to:

[SheTradesZA@seda.org.za/](mailto:SheTradesZA@seda.org.za)

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Thank You