

**Business Support Through Public-Private Partnerships
Seminar on Finance and Business Services for SME's
Tunis, Tunisia, December 11-14, 2006**

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Small Enterprise Development Agency
South Africa**

Mandate

An agency of Department of Trade and Industry, Established to

- **Implement National Government Small Business Strategy.**
- **Design and implement a standard and common national delivery network that must uniformly apply throughout the Republic in respect of small enterprise development, integrating all government funded small enterprise support agencies across all tiers of government.**

Section 10 of Act 29 of 2004

Objectives

- Design and implement development support programmes
- Promote a service delivery network that increases the contribution of small enterprises to the South African economy.
- Strengthen the capacity of service providers to support small enterprises
- Strengthen the capacity of small enterprises to compete successfully domestically and internationally

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Strategy Pillars

Pillar 1 Promoting entrepreneurship	Pillar 2 Creating enabling environment	Pillar 3 Enhancing competitiveness & capabilities at enterprise level
Strengthen national awareness about the critical role of entrepreneurs	Maintain small-business-sensitive business regulations	Strengthen managerial, business and technical skills
Promote alternative forms of ownership	Improve access to finance	Facilitate improved quality, productivity and competitiveness
Expand franchise opportunities	Strengthen access to markets via procurement, exports and business linkages	Support technology transfer, incubation and the commercialization of business services
Strengthen business associations and networks	Facilitate the availability of business infrastructure and premises	Expand sector focused value addition
	Increase the effectiveness of enterprise support	
Localised Cross-cutting foundation services	Information, research, monitoring and evaluation	

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Business Categories

- **Four main categories focus areas:**
 - ✓ Pre start-up
 - ✓ Start-up
 - ✓ Growth
 - ✓ Turn around
- **Specific products and services are made available to each of the focus areas to ensure relevant assistance and growth to all small enterprises**

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Service Delivery Model

- **A common brand across the country**
- **Common Service delivery standards across service points**
- **Minimum set of Products or Services**
- **A common Database of clients**
- **A common Induction Programme**
- **Linkages with business associations**

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National Network

1. BRANCHES (Located in all Districts)

2. ENTERPRISE INFORMATION CENTRES (Independent private Organizations contracted for a specified period)

3. ACCREDITED SERVICE PROVIDERS AND PARTNER ORGANIZATIONS (Contracted as and when the need arises to provide TA)

Branches serve as access points within district to facilitate access to BDS

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Who Pays for Products and Services?

- **Technical fund based on a Cost- sharing model which operates on a sliding scale**
- **Partners such as banks contribute, e.g. mentorship costs**
- **National Skills Development fund, partly covering training costs.**

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Advantages of Seda model

- The task of SME development is shared by all parties involved.
- SME's are able to access services in a coordinated manner
- Standardized service delivery model ensures a better quality of offerings.

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" Some regard small enterprise as if it were a predatory tiger to be shot. Others look upon it as a cow that they can milk. Only a handful see it for what it really is - the strong horse that pulls the whole cart. "

- Winston Churchill

Thank You

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