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## MEDIA STATEMENT

### ATTENTION: NEWS EDITORS

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#### LIBSA Launches ICT Campaign for SMMEs

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Limpopo Business Support Agency (LIBSA), in collaboration LEDET, ABSA, CIPRO, GCIS and other stakeholders, will be launching a Province-wide campaign titled “Efficient and Effective Management of Business through Information Communication Technology”, with the aim of conscientizing SMMEs and Co-operatives on the benefits of adopting Information Communication Technology (ICT) when conducting business transactions.

This campaign, which will consist of business seminars conducted throughout the five districts of Limpopo, arises from the realization that although most of these entrepreneurs have access to cell phone technology, they are still rooted to the conservative methods of conducting business transactions, e.g. physical or face-to-face transactions in banking, placing orders with suppliers or making payments for supplies or wages and salaries; as a result, they are missing out on numerous growth opportunities that are offered by big businesses online.

The primary objective of this campaign is therefore to underscore the following:

- The consequential efficiency, to entrepreneurs, of adopting electronic/digital channels in conducting business transactions,

- The growth opportunities available by transacting online, e.g. tenders, etc.
- The wealth of data and information available, e.g. markets, suppliers, etc.
- Financial and non-financial support available from businesses and organizations willing to partner with emerging and aspiring entrepreneurs.

It is anticipated that the stakeholders who have been invited to participate in these seminars, which include ICT companies, financial institutions and other organizations that support entrepreneurial initiatives, will provide more detailed information about the benefits that entrepreneurs are likely to reap by embarking on this venture.

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