

LIBSA POWERS UP TO PUT BETTER BUSINESS AT YOUR FINGERTIPS

Today, technology is undoubtedly the main driving force behind sustaining successful business. Whether it's electronic filing, making online payments to suppliers or simply accessing the latest business information, the benefits of technology have revolutionised the global business arena. And more and more businesses are fully embracing it in order to succeed in the wake of competition and uncertainty.

Globally, one of the major concerns of management is the availability, accuracy and quality of information within the organisation that enables managers to make informed business decisions about their offerings. So information is needed on various aspects – such as which products/services sell better and faster, the production costs involved, and the ability of their offerings to carry the business forward, should other offerings become redundant or eliminated.

**Launching on the 2nd September 2010,
The LIBSA Information Communication
Technology campaign is powering up
to provide entrepreneurs with
integrated ICT solutions to better manage
their businesses and transact online.**

Themed 'Efficient and effective management of business through ICT' the campaign will host business information seminars across the five districts of Limpopo Province. LIBSA in collaboration with the Provincial Department of Economic Development, Environment and Tourism (LEDET), National Youth Development Agency (NYDA) have invited partners from the banking sector and ICT companies to share vital information, while successful entrepreneurs will demonstrate the benefits of migrating from traditional business methods to ones using ICT.

South Africa and Limpopo Province in particular is fast becoming an international investment focus, given the high economic growth rate evident in the mining, agriculture and tourism sectors. In addition, the R25 billion loan granted by the World Bank for the establishment of Medupi Power Station for example, also heralds the beginning of increased growth for the Province. The multiplier effect of this single investment will be significant in generating enormous business opportunities in the province. However, businesses must embrace ICT and cultivate a culture of transacting online to capitalise on these opportunities and secure a solid business future.



In any free market economy, such as South Africa, entrepreneurs have to compete for business opportunities in their backyards with counterparts the world-over. So business Information must be accessed quickly, it must be of high quality and easy to analyse and use for business betterment. And this is where and why e-commerce is now the way of life.

As LIBSA embarks on this crucial campaign of taking business development to the next level, we invite all entrepreneurs to join us and learn about using ICT to make business more successful, and also to participate in our post-seminar training programmes which teach how to fully integrate business processes and information using the power of ICT.

**For more information on the campaign
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