

2010 Business Opportunities

According to the Ministry of Environmental Affairs and Tourism, the 2010 World Cup will involve over 3 million people of all nationalities – spectators, officials, sponsors and players. The business opportunities are enormous. Storm Buckingham chats to Neli Mabaso about opportunities for the local entrepreneur. The business opportunities are enormous. According to a report by Grant Thornton Kessel Feinstein, direct expenditure of R12,7 billion will contribute R21,3 billion to the GDP of South Africa and will create 159 000 new employment opportunities.

Despite this, both inadequate business skills and financing difficulties make it a challenge for South Africans to realise these benefits.

Limited knowledge of the business opportunities and the means to access them is another problem faced by South Africans who wish to profit from the country's hosting of the 2010 World Cup. Addressing this, the 2010 Business Opportunities Expo in Sandton in July and in Cape Town in August, identifies sectors where opportunities are expected.

"Visitors to the expo will not only hear about the opportunities, but will also meet the very exhibitors from the different sectors who are providing these opportunities. They can expect to receive critical information, form partnerships and gain access to these opportunities," says Neli Mabaso, convener of the Expo.

"Visitors will also receive critical information about business support services, business financing, business registration, tax requirements, suppliers in various sectors, SETAs and much more."

According to Mabaso, a prime focus of the expo will be seminars in four seminar rooms on the exhibition floor. These will be hosted by various private and public organisations. "There will be seminars over the three days, each 50 minutes long, which visitors can attend."

The seminars will cover various topics, as selected by the sponsoring organisations, such as "Developing a Winning Business Idea", "Business Plan Development", "Co-operatives – why they work", "Tourism Business Start-Up", and more.

"This emphasis on SMME development is the critical ingredient that will ensure that the 2010 Business Opportunities Expo has meaningful impact for the ordinary South African who is not in the business sector, as well as for SMMEs, because it will provide a platform for them to develop entrepreneurial skills," says Neli.

Recent comments in the press have suggested that anyone in the food industry is going to make "a killing". So what opportunities are available to South African entrepreneurs in the food and drink industry?

According to the South African Food & Beverage Reporter, an 11 000 tons of food and 14 million litres of beverages will be needed to feed the estimated 330 000 visitors to the World Cup. These figures are a clear indicator that the SMME sector will have a golden opportunity to provide a vast proportion of these food requirements because, as Food & Beverage Reporter has reported, most sales would be through restaurants and takeaway vendors, rather than through retailers.

"There are plans to renovate the properties around Ellis Park Stadium to make way for restaurants and food outlets, and I suspect most host stadiums will follow suit. The expectation is that some businesses will bid for such outlets," says Neli. "However, stadia are only one type of area where tourists will eat at during the World Cup – there are huge opportunities in providing meals in all areas tourists will visit the rest of their time in the country."

One wonders if these opportunities will trickle down to the entrepreneur and, if they do, in what quantity compared with the overall number of opportunities.

In answer to this, Neli explains that the South African 2010 World Cup Local Organising Committee is committed to outsourcing 30% of all procurement needs from SMMEs. Tourists attending the tournament will be distributed throughout the country, meaning that SMMEs countrywide will have the opportunity to serve them.

"The accommodation requirement for foreign visitors alone – excluding spectators, officials, sponsors and players - is estimated at 330 000 people, meaning that there will be a huge market for guesthouses," says Neli.

"The exciting news is that there is a projected growth in tourism both in the years preceding the World Cup and in the years after the World Cup. This means that, if such guest house owners position themselves well, the business gained is sustainable business."

Neli lists the most prominent sectors offering business opportunities as tourism, retail, property, transport, security, construction, catering, franchising, manufacturing, media and communications. "Readers can visit the 2010 Business Opportunities Expo for specific opportunities within these sectors," he says.

South African entrepreneurs can expect to find sector-specific opportunities, business development seminars and access to business support and funding organisations at the expo. Procurement opportunities in various

sectors will also be publicised at the expo.

"The expo will provide the tools for people not in the SMME sector to enter it, offering them viable business ideas and access points to such opportunities. It will assist in providing critical information on the business funding and business support agencies in both the private and public sectors."

"The business development seminars will also sharpen their skills," explains Neli. "Exhibitors will have a self-selected – and therefore interested – audience to meet personally, and can build brand awareness and tell people about their products." "South Africa as a whole will benefit tremendously from business opportunities around the 2010 World Cup, and exhibitors will be displaying potential means of generating business to be followed through by local entrepreneurs."

Date & venues of the 2010 Business Opportunities Expo
Sandton Convention Centre (July 20, 21 & 22)
Cape Town International Convention Centre (August 16, 17 & 18)
Durban venue and dates to be announced
Entrance: Johannesburg R40 / Cape Town R30