



2010 Small Business Opportunities

With the successful bid for the 2010 Soccer World Cup, South African entrepreneurs are presented with a number of small business opportunities. According to the Ministry of Environmental Affairs and Tourism, the 2010 World Cup is expected to involve approximately three and a half million people, both South Africans and foreigners, including spectators, officials, sponsors and players. The opportunities for small businesses to service the needs of so many people are enormous.

A report by Grant Thornton Kessel Feinstein revealed, the event will lead to direct expenditure of R12,7 billion; it will contribute R21,3 billion to the GDP of South Africa; and will create 159 000 new employment opportunities.

According to the South African Food & Beverage Reporter, an estimated 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 clear indication of just one of the sectors that small business will have opportunities to get involved in and prosper from, as a direct result of the 2010 World Cup and the related small business opportunities.