

Shifting perspectives: Exploring the alternative views of the SMME Industry

Panel Moderator: Seraj Toefy

11 March 2024



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Investing In Africa's
Local Prosperity

Global Entrepreneurship Monitor

South Africa

Entrepreneurial resilience during economic turbulence

2022 | 2023 Report

Angus Bowmaker-Falconer, Natanya Meyer, and Mahsa Samsami

Global Entrepreneurship Monitor
 Stellenbosch University
 Stellenbosch Business School
 sedo
 Standard Bank

THE AFRICA MSME PULSE SURVEY

A research report on the business environment, employment, marketing strategies, technology use, and financing for small businesses in Africa

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WORLD
ECONOMIC
FORUM



SMMEs make up:

95%

All registered
companies in Sub-
Saharan Africa

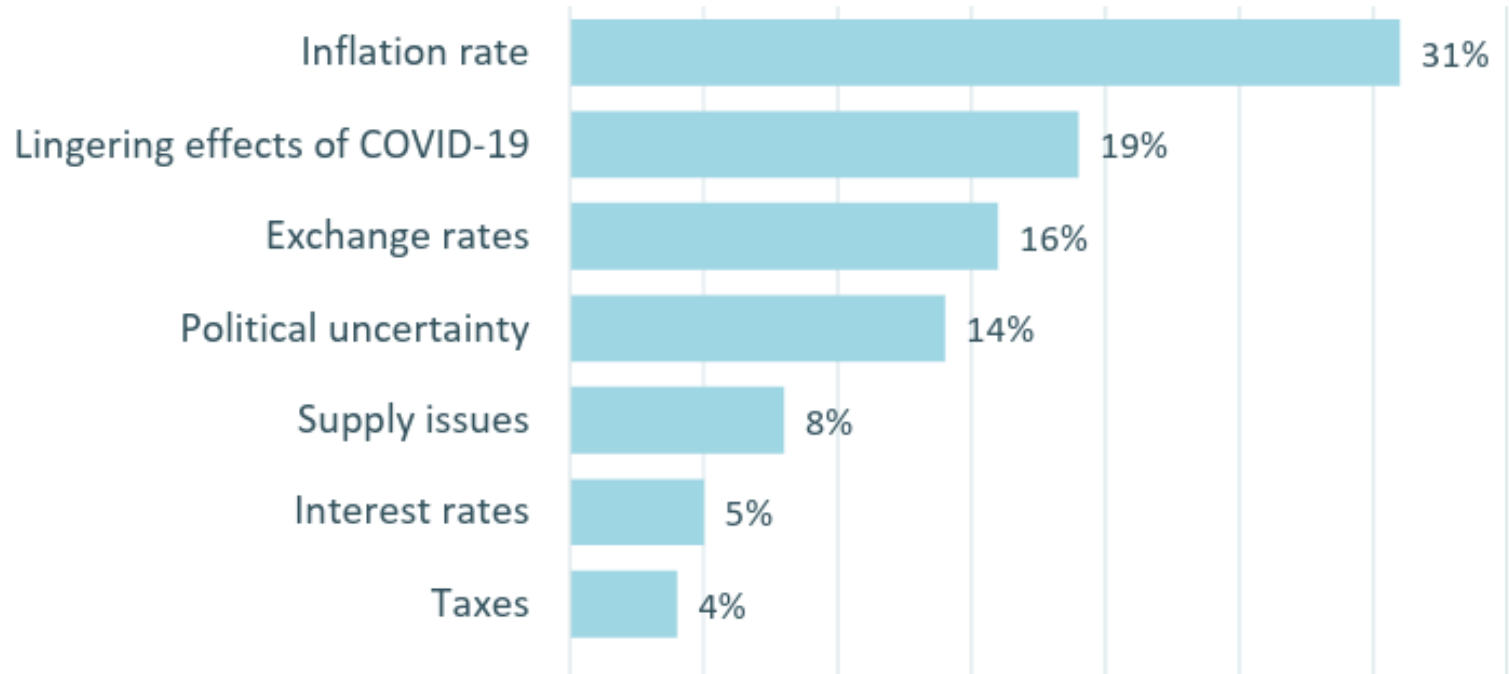
50%

Of GDP in those
countries

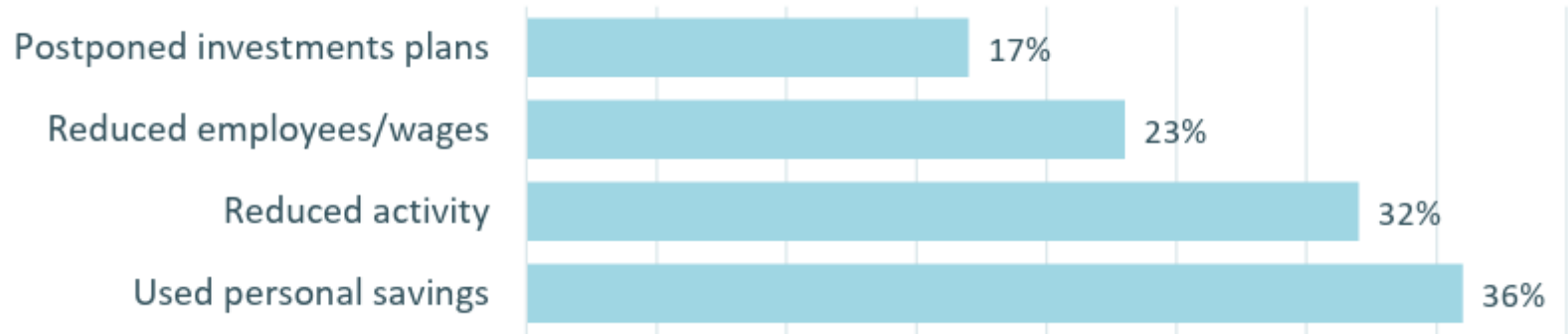
60%

Of all jobs in Africa

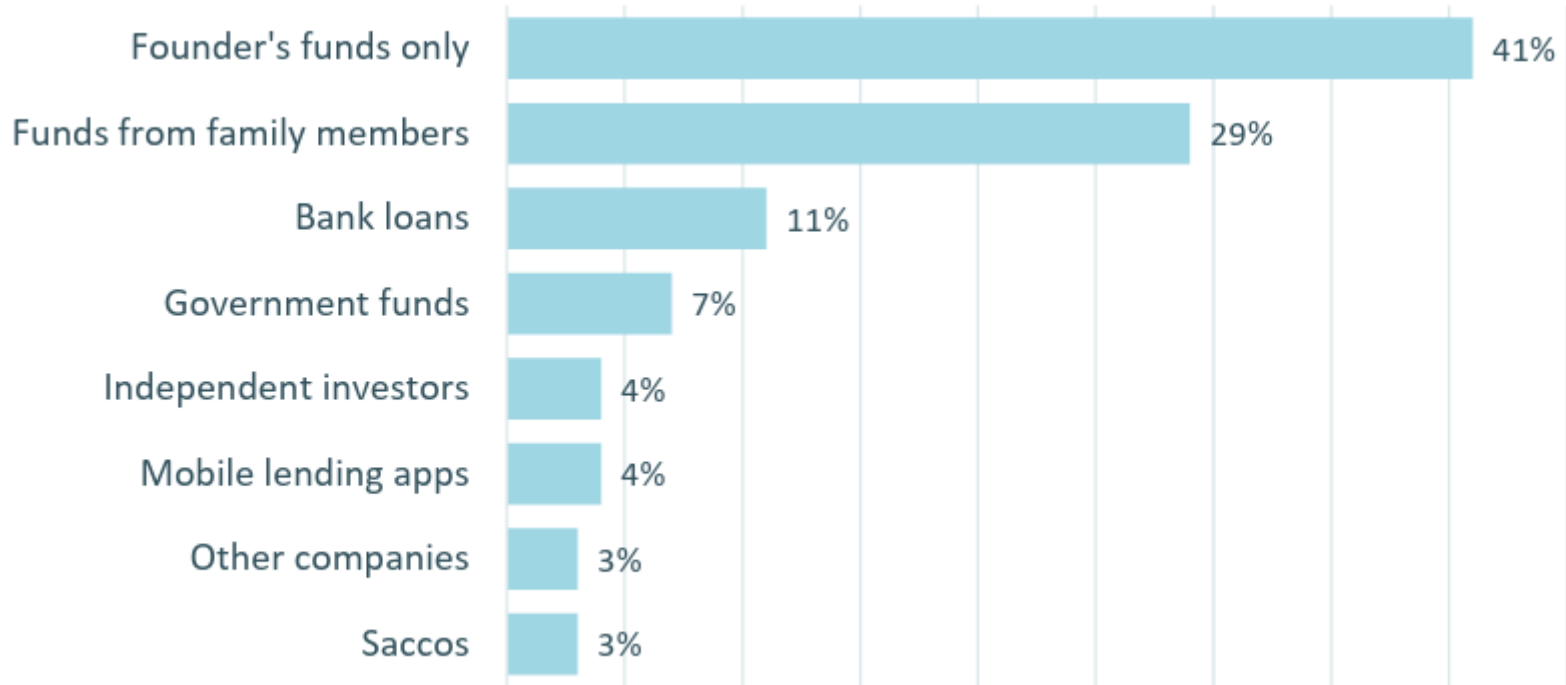
What has impacted your business the most?



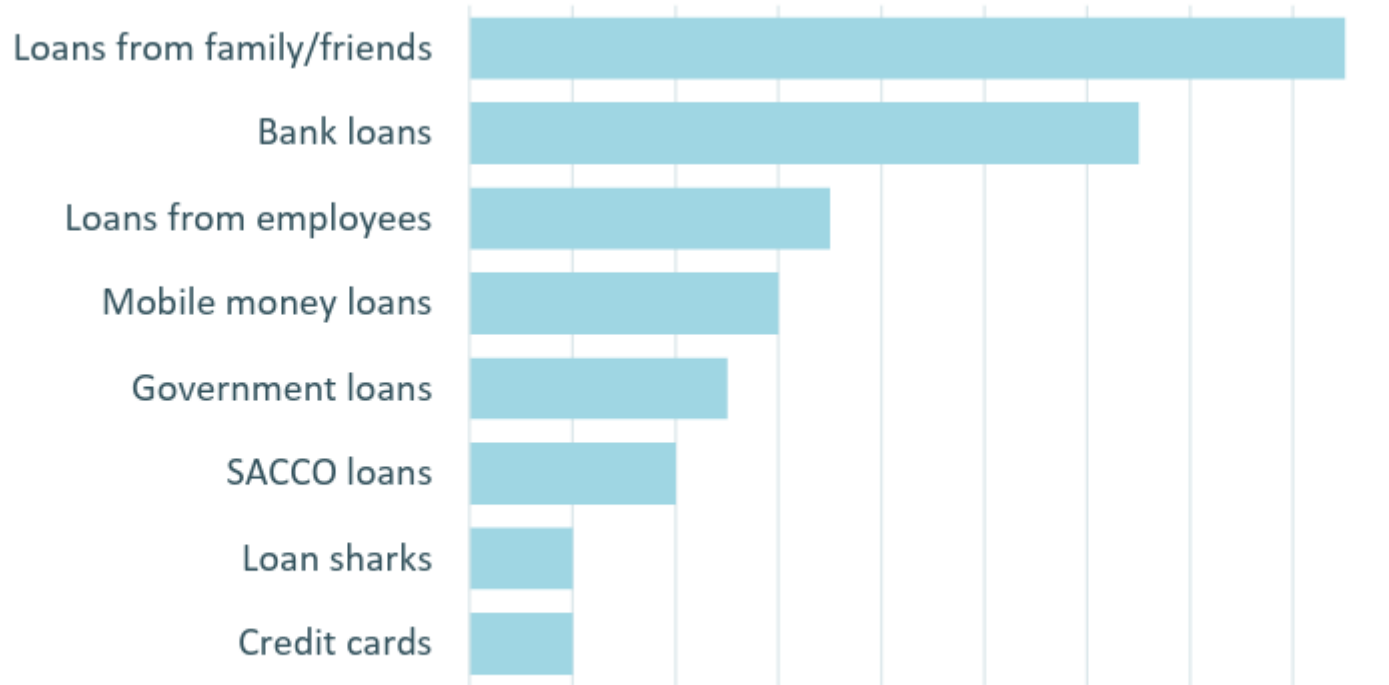
How are you dealing with the impact on inflation in your business?



What types of financing has your business ever received?



What types of credit has your business ever received?





“5300

SMMEs trained, research shows increase in non-friend and family funding doubling from 11% to 20% post program”



62%

Say their reliance on technology and online tools has increased in the past 2 years



“SMMEs need tailored financial services, not charity



Meet the panelist