



JCCI
Global Business Accelerator

Stories



CONTENTS

Foreword	4
Global Business Accelerator Profile	6-7
Notes from GIZ	8
INCUBATOR PARTICIPANTS	
Absolute Style Wines	10
African Empire Commodities.....	11
AmAfrikan	12
AM Technology.....	13
Bathini Designs	14
Beati Productions	15
BestBuy Oil & Gas	16
Chenia Group of Companies.....	17
Consult George	18
Duelle	19
I am Emerge	20
Kadipore Farms.....	21
Liquifire Organic	24
Lust be Original.....	25
Lyla Intimates	26
Mekluc Global	27
Milk Galore.....	28
Monroville	29
Motjhekwa Trading	30
Nyathi Arts.....	31
Savvy Energy.....	32
Shangilia Boutique Spa	33
She Met Jewelery.....	34
SignTech	35
Sihle's Brew.....	38
Sphile Holdings.....	39
Summer Trading 87 (Setsong Tea)	40
Veg on the Go	41
Voilà!	42
Yellow Green Lifestyle	43
Zintsomi	44
Johannesburg Chamber of Commerce and Industry Profile.....	46
GIZ Profile.....	47

FOREWORD

Over its 128-year history the Chamber has had two key focuses, namely the promotion and facilitation of international trade and the growth and development of SMEs.

Exports are strategically important to stimulate economic growth and the SME sector is a major source of employment and innovation. Launching a JCCI Global Business Accelerator (GBA) in 2015 was therefore a natural progression as it enabled us to combine our extensive expertise and knowledge of international trade and of the requirements of small and medium scale enterprises to benefit participants. The GBA provides training in all aspects of a sustainable exporting, mentoring and access to markets.

Over many years JCCI has been the partner of choice for initiatives to empower entrepreneurs, such as ACCESS! Programme for African Women in Export, which was an ITC project run throughout the continent. JCCI was also selected by the City of Johannesburg to run its SME export programme over three years.

Some of the many highlights and achievements of the Chamber were the publication of the best-selling Import and Export Manuals that set the standard for trade training; the Gauteng Exporter of the Year competition; and its comprehensive training courses on the complexities of international trading that have provided novice and experienced exporters with the tools to trade profitably and sustainably for the benefit of the South African economy.

Joan Warburton-McBride

JCCI: CEO





Global Business Accelerator

The Global Business Accelerator has been developed as an export incubator model, modified and refined, with a practical approach, according to specific requirements of SMMEs. It is our objective to grow the Global Business Accelerator (GBA) and to implement this model at appropriate associations with existing infrastructure and networking platforms, in other parts of South Africa as well as in Africa.

Background

The Johannesburg Chamber of Commerce and Industry (JCCI), established in 1890, is part of the more than 400-year-old chamber of commerce brand. JCCI is an independent, non-political, subscription-based association dedicated to the facilitation and promotion of international trade and an environment conducive to good business. Its membership of 2500 companies is drawn from every sector of the economy and ranges from independent entrepreneurs to blue chip corporations.

JCCI is a key player in the promotion of international trade and has a high profile in the international trade arena. Since its inception 128 years ago, the Chamber has focussed on the promotion and facilitation of international trade. The majority of its members are engaged in exporting, logistics, banking, importing and manufacture. Its experience and expertise in the trade arena has opened doors to new business opportunities for many of its members. In partnership with key stakeholders in the economy, JCCI is involved in several initiatives to promote enterprise development, skills development, training and business advisory services.

Each year JCCI welcomes top level delegations and overseas business visitors and organises outward trade missions to international markets to introduce members to potential customers. JCCI helps members with all aspects of importing and exporting, including trade documentation and participation in international exhibitions.

A result of the long-standing partnership between JCCI and GIZ, is the Global Business Accelerator, which was officially opened by Minister Rob Davies, and the German Ambassador His Excellency Walter J Lindner.

JCCI's SME Export Incubator is unique as it is the only one focusing on developing sustainable exporters. Companies that export not only grow faster but are less likely to go out of business than non-exporting companies.

The SME Export Incubator focusses on:

- Hosting participants in a dedicated office (Incubator) on the JCCI premises (1st floor)
- SME needs analysis
- SME specific programme development
- Adaptation of developed training material for specific challenges
- Conducting tailor-made training workshops
- Mentoring programs which include business management training, specialised training in the complete export cycle, product development assistance (meeting international standards such as labelling, packaging) etc.
- Extensive market research study to identify suitable export markets for SMEs
- On-going exposure and promotion to international markets and developments
- A strong partnership has been developed with Department of Trade and Industry where EMIA and SSAS funding is made available to export ready SMEs to participate in international exhibitions and trade missions.

A few highlights

During the time of implementation 70 SMEs participated in the Global Business Accelerator Programme with a new intake of SMEs on a regular basis. 120 new jobs were created. Exchange programmes with other Associations globally resulted in two SMEs being accepted to participate in programmes in China to upscale production capacity in their sector.

Through collaboration with international Trade Councils, selected SMEs could participate in their trade missions into Africa as part of their export development plans.

Because of all these initiatives 6 SMEs have been registered and supply major retail stores in South Africa, i.e. Food Lovers Market, Spar, Pick 'n Pay, Makro. 2 SMEs have opened branches and a factory/warehouse in Ivory Coast and Botswana.

A Jewellery SME attended an exhibition in Mozambique and Bijorhca in Paris resulting in an order from an airport shop in Mozambique for approximately R20 000.00, on a recurring basis.

The merging of a company resulted in growth into 14 African countries.

1st Floor, JCC House

27 Owl Street (Cnr. Empire Road), Milpark

Tel: +27 11 726 5300 (JCCI switch board)



Bernadette Zeiler

JCCI Head: International Trade



**Johannesburg Chamber
of Commerce and Industry**

Notes from GIZ



Gavin Watson

Head of the Centre of Cooperation with the Private Sector



Implemented by:



The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Government has been cooperating with the JCCI for over 16 years. The highpoint of this work has been the establishment of the Global Business Accelerator, a representation of many years of hard work. It is with great pride that we can present the accelerator, our partnership and entrepreneurs.

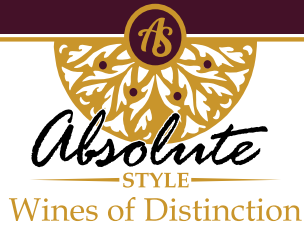
The Export Accelerator is a concept ahead of its time. Only recently after the Job Summit (2018) government, private sector and civil society have identified the need to enhance exports as a direct impactor of job creation. This is something which the JCCI Global Accelerator has been doing for several years.

Working together as a true partnership all the stakeholders brought their part in terms, of competencies, networks, and resources to ensure that this accelerator is a success. It has been our pleasure to witness the progress of the entrepreneurs, their enthusiasm, willingness to get things done and their entrepreneurial spirit as they attempt to make their businesses successful.

I would like to specifically thank the JCCI for their contribution to this project, specifically Anna Reyneke (a former JCCI colleague) and one of the visionaries in the project, Joan Warburton-McBride the JCCI CEO for her courage to promote the concept to the board, Bernadette Zeiler and Busi Mkhabele for their tireless work behind the scenes.

Finally I would like to thank the entrepreneurs because without them nothing would be possible, your future is in your hands.





BEST ADVICE:

Investing in training means investing in yourself. The time and effort you invest will bear fruit and add value to your business.

Anne Mogadingoane



Absolute Style Wines (Pty) Ltd

Absolute Style Wines (ASW) is a wine distributor through the brand ASW. The company has a national, regional and international presence. The business seeks to assist the Hospitality Industry to enhance their clients' experience by providing them with wines of distinction. Clients include the general public along with hotels and restaurants.

Anne joined the GBA in June 2017. Subsequently 1 permanent job has been created. The company was able to participate in a number of exhibitions (nationally and regionally) and the networking opportunities afforded means that future growth looks positive. This included an opportunity to export to Botswana. Participation in the training programme has strengthened the business.

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BEST ADVICE:

When starting out you have got to do everything yourself.

Kyle Francis



African Empire Commodities

African Empire focuses on the sales and distribution of lubricants and other industrial products. The company manages the marketing, sales and distribution of Automotive and Industrial Lubricants; along with petrochemicals for the Transport, Engineering, Mining, Agricultural and Industrial Sectors.

Kyle joined the GBA in 2018. Company turnover has increased by 100% while 2 permanent positions have been created. Opportunities to network, share ideas and get some insights with experienced business owners has afforded a deeper understanding of strategies and tactics to implement for growth.



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BEST ADVICE:

THINK BIG. start small.

Lerato Masha



AmAfrikan

AmAfrikan is an e-commerce platform. AmAfrikan is a collection of some of the hottest upcoming brands in Africa, featuring the highest quality art, fashion and designer products. Placing African treasures in the gallery of humanity, the platform serves as a virtual market that tells the stories of beautiful products and their makers. AmAfrikan is also dedicated to helping these brands develop and share their ingenuity with the world.

AmAfrikan started in 2018 and joined the GBA in that same year. Subsequently 4 permanent jobs and 2 part time positions have been created. Company turnover has increased by 100% and looks to improve over the next few years.

The company was able to participate in a number of training courses and expand business perception and knowledge, which allowed for a more effective business model. This support, growth and contextual understanding assist the daily running of the business more efficiently. The company is already showing impressive growth in team size and revenue.



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BEST ADVICE:

Never Give Up.

Michelle Alexander



AM Technology (Pty) Ltd

AM Technology (Pty) Ltd is a telecommunications Radio Frequency installations service provider. Services include Telecommunication Mobile Site & Network Site Installation along with facilities and network management.

Michelle joined the GBA in 2018. Subsequently 17 permanent jobs have been created. Company turnover has increased, with the significant growth in connectivity infrastructure in South Africa predicted, future growth seems likely. A personal income growth of 100% has been achieved.

The company has been able to access an abundance of knowledge which has been key in enabling growth. Good advice on how to expand and integrate change has ensured growth from the entrepreneur bracket to the next level.



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BEST ADVICE:

Enable the business to be run independently from you.

Bathini Kowane



Bathini Designs

Bathini Designs is a couturier - designing and constructing garments for women of all shapes and sizes. A stand-alone clothing brand with a passion for African prints, the business supplies a number of clothing boutiques.

Bathini joined the GBA in April 2018. Subsequently 1 permanent job has been created, the business now has additional shops on the books with an increase in sales. Company turnover has increased by 35% with a personal income growth of 20%.

The GBA programme enabled clarity regards an owner who is free to work on their business instead of in their business! Ensuring that by putting an effective business structure in place, disruptions to the business became minimal. This allowed for any gaps to be identified and plugged.



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BEST ADVICE:

Aim for the stars, and if you miss,
you'll hit the moon.

Byron Thanarayan

BEATi

Productions



Beati Productions

Beati Productions is a media production agency. The company offers videography and photography while also being able to assist with various social media platform offerings.

Byron joined the GBA in 2018. Subsequently 1 permanent position has been created with an additional 4 contract employees being called upon when required. These contracted staff are being utilised more frequently. Subsequently company turnover has increased by 80%, while a personal income growth of 80% has been achieved.

The company has been exposed to new business concepts and after being able to critically consider them, move to implementation. This knowledge has allowed for new business opportunities to be recognized and exploited.



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BEST ADVICE:

Keep close to customers, working capital and cash flow.

Godfrey Rajool



BestBuy Oil & Gas (Pty) Ltd

BestBuy Oil & Gas (Pty) Ltd is a supplier and manufacturer of branded oil and lubricants along with speciality products in the sector. Products include synthetic, semi-synthetic, mineral and biodegradable oils along with lubricants. The company also manufactures an industrial strength degreaser. Brands include Sasol, Castrol, Shell, Exxon Mobil, Fuchs, NYNAS and an 'in-house' brand. Clients comprise of independent workshops, the mining industry, industrial end-users, transport companies and retailers.

Godfrey joined the GBA in April 2016. Subsequently 4 permanent positions have been created with an additional 2 indirect jobs being impacted positively. Company turnover has increased by 200%, while a personal income growth of 45% has been achieved.

Through the support of the GBA programme, BestBuy Oil is currently implementing the ISO Quality Management System (ISO 9001:2015). This allows for the immediate recognition of quality on an international level, supporting any future export opportunities. The export training regards the effective implementation of standards and procedures helped shape the strategy for the business. Exhibitions and Expo's allowed for the business to gain access to new and untapped customers.



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BEST ADVICE:

Build strong resilient relationships with clients!

Ilyaas Chenia



Chenia Group of Companies

Chenia is a manufacturer of affordable foam products including mattresses and pillows. Offerings also include upholstery fabrics and supplies; import of textiles and raw material components for the furniture and bed industry.

Ilyaas joined the GBA in 2015. Subsequently 3 permanent jobs have been created in administration positions within the company. Company turnover and personal income have both increased, with company turnover for May 2018 peaking at R1 million.

The company has been exposed to the export training offered by the programme and moved to implementation. This knowledge has allowed for new business opportunities to be recognized and exploited. This included a number of export orders for approximately R100 000 during the course of 2018.



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BEST ADVICE:

Equip yourself to take care of your finances.

George Nxumalo



Consult George (Pty) Ltd

Consult George is a business consulting and project management firm. The business constitutes a wide range of services from project management, community development, rural and urban township revitalisation through to import and export services for minerals, agriculture and marine products to market.

The company became part of the GBA in 2018. Company turnover has increased by 10% and a personal income growth of 4.5% has been achieved. Opportunities for cross border service providers have arisen and the business looks to grow with these sources.

The GBA programme has ensured that an in-depth understanding of the export landscape has equipped the business for growth and development. Networking opportunities that allowed for targeting the right people to learn and benefit from, means that a number of new opportunities presented themselves.

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BEST ADVICE:

Take advantage of all the support available.

Debra Matsho



Duelle Professional Care

Duelle markets products specifically designed and formulated to treat ethnic hair. Products include both hair and scalp treatments, along with shampoo, conditioner and moisturising therapies. Our customers are professional hairdressers and salons throughout Southern Africa.

Debra joined the GBA in 2018. Subsequently 1 permanent position has been created. The business is set to grow with the rise of consumer spending in the ethnic hair care sector. The training received regarding export opportunities and the important legislation that accompanies this, has meant the business is able to access new regions for growth.



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I AM EMERGE

BEST ADVICE:

Utilise all your assets, extract the maximum benefit in the advancement of your business – don't limit their use.

Brian Makwaiba



I Am Emerge

I Am Emerge is a creative agency that runs an online marketplace - Vuleka Platform, an initiative that grows sustainable informal businesses and provides a market (through a large network of Spaza shops) for small local manufacturers. Vuleka facilitates bulk purchases of goods for Informal business owners from the manufacturers; this includes payment negotiations and discounts, along with warehousing and the distribution of the goods.

Oscar and Brian joined the GBA in 2018. Subsequently 2 permanent jobs have been created, in addition, the company has expanded to include Soweto, along with an additional 5 service providers as Micro DCs. Company turnover has increased by 4% and a personal income growth of 10% has been achieved.



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BEST ADVICE:

Grow your local market opportunities.

Anita Morar



Kadipore Farms cc

Kadipore cultivates, harvests and processes four chilli varieties. Products include both fresh and dried chillies along with chilli paste. Clients include the general public along with restaurants, supermarkets and fresh produce markets.

Anita joined the GBA in 2015. The business grew from 4 staff members and now employs 12 full time staff. It usually employs additional 5 temporary staff during the harvesting periods. Additionally 40 indirect jobs have been impacted positively. Company turnover has increased by 5% and personal income growth of 5% has been achieved.

The GBA programme has been a source of sound business advice for the company. The particular guidance and nurturing has translated into greater exposure for the business locally and has also strengthened the national business footprint.



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BEST ADVICE:

Knowledge – you will need local understanding of your target export market.

William Haywood



Liquifire Organic Fuel cc

Liquifire Organic Fuel cc produces and distributes an organic fuel. The product, Red Cap Gel, is an Alternative Energy Source that offers a cost-effective, safe and alternative energy solution. Liquifire's product range includes gel fuel sachets, a non-toxic fire starter for braai's, along with cooking gel, lamp oil and the stoves and lamps for use.

William joined the GBA in March 2015. Subsequently 7 indirect job opportunities have been impacted positively. Company turnover has increased by 5% and personal income growth of 5% has been achieved. The various export training knowledge courses run by the programme has allowed for opportunities that extend beyond our borders. A key driver of the business has been the opportunities that have opened up in sub-Saharan and central Africa as a result of the current well established business in South Africa.



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BEST ADVICE:

Treat your business like it's your child:
nurture it to grow.

Nkoketse Mametse



Lust be Original

Lust be Original is a clothing manufacturer that specialises in leather items. Products currently include bespoke leather sneakers, formal shoes and women's pumps.

The company became part of the GBA in 2017. One permanent job and two additional indirect jobs have been created. Company turnover has increased by 85% and personal income growth of 85% has been achieved.

Exhibitions attended have included the Look Good, Feel Good expo and the Joburg Fashion Indaba. These enabled networking opportunities to extend current business contacts. Additionally, Nkoketse was able to attend the Leather & Footwear Technology programme in China. This allowed for a deeper technical understanding regards shoe construction, enhancing quality.

The GBA programme has enabled a more holistic view of the business: business growth, strategy and development has been facilitated through training.

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BEST ADVICE:

Always use resources closest to home before going further afield. You might just find all you need in one place!

Nozi Madlala



Lyla Intimates (Pty) Ltd

Lyla Intimates (Pty) Ltd, which is the holding company for LLYLA, the brand that offers high-end, modern aesthetically pleasing swimwear for the woman who wants more coverage. Active wear for women who want a quality product that fits well over curves. Lyla is currently developing their lingerie line.

The company joined the GBA programme in October 2017. Subsequently 1 permanent position and 2 part time positions have been created. Additionally the business has 1 intern and a model to showcase the line. Company turnover has increased by 60% and personal income growth of 20% has been achieved.

The knowledge gained from the programme has enhanced strategic outlook: defining who our customer is. How to support customers. How to drive sales in the business. The professional contacts established through networking has allowed the

business to glean advice from like-minded, experienced individuals and mentors who have a lot of knowledge to share. This impacted business growth positively, with new collaborations with service and product providers.



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BEST ADVICE:

“Kill the cow” - if a particular service or product is not profitable, cut it from the business.

Anne-Marie Mandtoubi



Mekluc Global Trading (T/A Mekluc Freight and Mekluc Sign)

Mekluc Freight provides a freight forwarding service including customs clearances for imports/exports via air, road and sea worldwide.

Mekluc Sign is a printing house that supplies a full range of marketing and communication materials along with various promotional display products. These include initial design; digital and large format printing; gazebos; dome tents; various banners, exhibition stands, business cards, flyers and more.

Anne-Marie joined the GBA in 2018 and subsequently 1 permanent job has been created. The exposure resulting from participation in the programme has meant more sales along with the opportunity to make connections within the GBA network.

Long term investment in the business allows for ongoing support, sharing and nurturing both professionally and personally impacting sustainable growth on both these levels.

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BEST ADVICE:

Put it into practice what you have learnt. Don't wait for another day.

Joy Twala



Milk Galore

Milk Galore produces healthy and nutritional beverages for breastfeeding mothers. Products include fruit juices and rooibos tea blends. Clients include the general public along with fresh food markets.

Joy joined the GBA in 2017. Subsequently 2 permanent jobs have been created with an additional 3 indirect jobs impacted. Company turnover has increased by approximately 5% and a personal income growth of 7% has been achieved. The GBA facilitated a deeper understanding how mind-sets can limit the business.

The programme assisted with understanding that textbook problem-solving and solving a problem in reality are often poles apart. Armed with the understanding that there is usually an opportunity that presents itself, but just needs to be recognised - positively affects growth and therefore success.



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BEST ADVICE:

Understanding the importance of compliance to standards and procedures is vital to export.

Alfred Ledwaba



Monroville

Monroville develop, manufacture and supply a range of bullet resistant clothing using specialised materials by applying the latest available technologies and materials in this arena. Products include bulletproof vests and body vests (worn under clothing) which offer protection for the wearer.

Alfred became part of the GBA in 2018. Subsequently 30 temporary jobs have been created, in addition, 7 new suppliers/ distributors have become part of the Monroville supply chain. Company turnover has increased by 15% while personal income growth of 5% has been achieved.

Our competitive edge has been boosted by the knowledge and business acumen afforded by the GBA programme.



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BEST ADVICE:

Take advantage of all the support available.

Mpho Megari



Motjhekwa Trading & Projects cc

MTP offers professional pest control services to both residential and professional environments. Clients include schools (and day care centres), offices, restaurants and medical facilities.

MTP became part of the GBA in 2018. Subsequently 1 additional permanent job has been created, with 2 indirect jobs being positively affected. The opportunity to meet with experts in various fields has allowed for the business to be exposed to a host of concepts, information and guidance that it otherwise would have missed out on.

The training sessions held by the GBA programme has allowed for the business to be able identify challenges, along with initiatives aimed at bridging any gaps.



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BEST ADVICE:

Develop good relationships with all your clients and customers.

Leonard Nyathi



Nyathi Arts Creations

Nyathi Arts is a ceramic studio which creates distinctly African pieces from clay. Products are all handmade and include pots, cups, vases, plates, platters and ceramic garlic graters; the studio also takes on bespoke item orders upon request.

Leonard became part of the GBA in 2018. Subsequently 1 permanent position has been created. The company grew from getting irregular orders on an adhoc basis to now having 4 regular clients who place monthly orders. The company now has formal office space with necessary practical requirements (internet and telephone service) at the JCCI offices.

The GBA programme has enabled, through exhibitions and networking events, Nyathi products to be showcased more widely and has driven sales. A deeper understanding of commercial skills has enabled the business to take advantage of the renewed interest in ceramic items by the consumer.



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BEST ADVICE:

Never Quit!

Savvas Pouroullis



Savvy Energy

Savvy Energy offers innovative and cost effective energy solutions for the mining, industrial and commercial sectors in Africa. The service offering includes energy audits, feasibility studies, access to funding, project management, power purchase agreements, maintenance and operations. Practical solutions include energy saving lighting; solar PV power plants; waste to energy; GTL/BTL fuel plants; hydrogen fuel cells; run of river hydropower plants and battery storage.

Savvas joined the GBA in 2017. Subsequently 2 permanent jobs have been created with an additional 8 strategic partnerships being added to the books. Currently projects are being explored in South Africa, Angola, Mozambique and Cyprus.

GBA provided the impetus to consolidate and refine the core value proposition as well as provide in depth guidance to navigate the complexities of exporting to various African jurisdictions. The business has had the opportunity to be part of an entrepreneurial eco-system with access to global business.



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BEST ADVICE:

Look to grow sales sustainably.

Tshepo Mdake



Shangilia Boutique Spa

Shangilia Boutique Spa is a luxury wellness spa that offers various beauty treatments. The company has also developed a home fragrance range which includes diffusers, sprays and candles.

Tshepo joined the GBA in November 2017. Subsequently 6 temporary positions have been created. The business also offers practical internships for beauty therapy students to gain experience prior to graduation. Opportunities for the home fragrance range are currently being explored in the Asian market. Company turnover has increased by 20% and personal income growth of 15% has been achieved.

The programme has allowed for the business to gain a lot more export knowledge. The business acumen training has allowed for a thorough and in-depth understanding of my business. Exhibition opportunities means that 2 additional distributor prospects are being explored.

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BEST ADVICE:

Start small - work where you are
with what you've got.

Shermina Motlhasedi

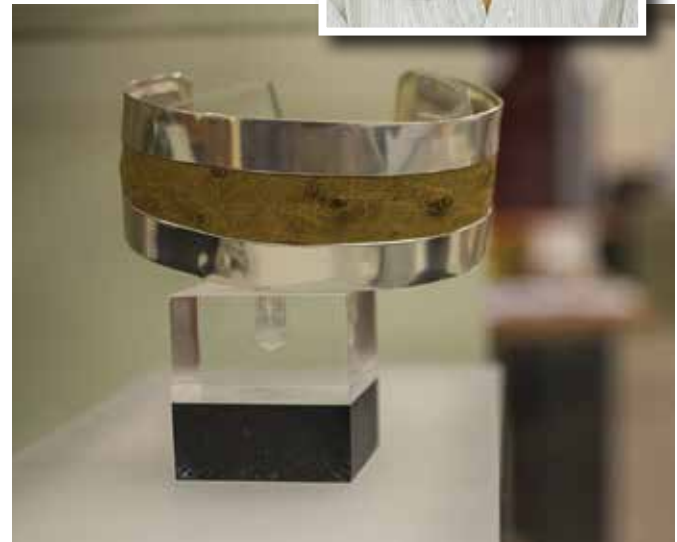


She Met Jewellery

She Met Jewellery produces African designed handcrafted pieces of jewellery and home ware items. Products include bracelets, necklaces, earrings along with items like butter knives, sugar spoons and coasters.

Shermina joined the GBA in 2016. Subsequently 3 permanent jobs have been created, and positive impacts have been felt by selling agents and retailers. Company turnover has increased by 40% and looks to improve as the company taps in to international markets. A personal income growth of 50% has been achieved.

Exposure to export markets has allowed for the business to gain a better understanding of the requirements and tastes of international customers. This has fostered self-confidence and the certainty of growth.



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BEST ADVICE:

We implemented what we learnt immediately in the business. Understanding the different international INCOTERMS and their implications made a substantial difference in the business.

Grant van Greenen



SignTech SA (Pty) Ltd

SignTech manufactures light boxes, illuminated and non-illuminated signs, banners, digital print, road and directional signage. Services include rigging and maintenance.

SignTech became part of the GBA in August 2015. Subsequently 150 permanent jobs have been created. In addition, the business looks to be expanding nationally with the opportunity to create employment opportunities for approximately 50 more permanent staff. The company currently has off-agreements in place with ABSA totalling R200 million over 2 years and prospective off-take agreements with Nissan R100 million over 3 years, Toyota R100 million over 3 years and Nedbank R60 million over 3 years. The goal to compete globally on all motor industry rebranding rollout platforms has been boosted by the knowledge and understanding afforded by the GBA programme.



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BEST ADVICE:

Remember to set aside time for yourself – find the balance.

Sihle Magubane



Sihle's Brew (Pty) Ltd

Sihle is a coffee company that supplies specialty coffee blends. The company manages the selection, roasting and blending of beans, right to the final product. Products include 5 coffee blends, a full service mobile barista solution for events and staff training for baristas. Clients include the general public along with restaurants, supermarkets and fresh produce markets.

Sihle joined GBA in 2018. Subsequently 6 permanent jobs have been created and the business has recently partnered with Go Health Club to open an additional 5 coffee shops in the near future. Both the company turnover and personal income growth have increased.

The GBA programme enabled the business to explore various different marketing access routes which has impacted on sales. The various networking opportunities made available have meant that the business is able to drive towards an increased and sustainable commercial growth to success.



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BEST ADVICE:

Use every networking opportunity to your best advantage.

Vuyo Gumede



Sphile Holdings

Sphile Holdings produces and distributes Cheetah Megabite Energy Drink. The product has three different flavours and is sold via a number of different avenues including retail outlets, wholesalers, sport clubs, petrol station forecourts, restaurants etc.

Vuyo joined the GBA in April 2018. Subsequently 2 permanent jobs have been created and 2 learner ship employees have been engaged. Company turnover has increased by approximately 20% and a personal income growth of 5% has been achieved. The opportunities brought by exposure through various exhibitions and trade shows allowed for new avenues of distribution to open up. The training supplied by the GBA programme has enhanced business knowledge. Understanding that an effective service/supplier infrastructure to satisfy customer needs along with an effective streamlined operation, all support sustainable growth in the entrepreneurial landscape.



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BEST ADVICE:

Understand who your customer is and what they need. Engage with customers constantly.

Retang Phaahla



Summer Trading 87

Summer Trading produces the Setšong tea range. The teas are created from indigenous flora found in the Sekhukhune District in Limpopo. Products include various teas and accessories like tea strainers, tea pots, kettles and infusers.

Retang joined the GBA in November 2017. Subsequently 17 permanent and 10 casual jobs have been created. Company turnover has increased by nearly 50% with a personal income growth of 30%. The GBA facilitated opportunities to showcase the product range at various exhibitions and growth has included supply to 17 retail outlets within 1 year. Networking opportunities created an initial venture into the French marketplace to test uptake, and exploration of other international markets are ongoing.

Possibilities in the hospitality industry are also being pursued. The GBA training programme has contributed to upskilling employees with business proficiencies. Enhancing product offering confidence and providing the tools to upscale and position our product best.



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BEST ADVICE:

Know what's happening in your business. Don't rely on the bookkeeper.

Riah Maseko



Veg-On-The-Go

Veg-on-the-Go ensures that organic fresh produce (vegetables and fruit) is processed, packaged and delivered to client specifications across Gauteng. Products range from ready to cook vegetable mixtures like chakalaka and soup to vegetable and fruit boxes, pre-package salads and fruit along with various platters. Clients include the general public along with hotels, restaurants, schools and corporate canteens.

Riah joined the GBA in 2018. Subsequently 4 permanent jobs have been created. Company turnover has increased by approximately 5% and a personal income growth of 5% has been achieved. Being skilled to leverage and mine customer records as a tracking tool and to check any progress has allowed for a deeper understanding of the business.



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BEST ADVICE:

Always remember: Customers are the life-blood of your business.

Winnie Maluleke



Voilà! Feel Beautiful

Voilà! Feel Beautiful is a lifestyle accessories brand. The company creates unique, original design, fashion and lifestyle accessories made from upcycled t-shirts, all designed and produced in-house. Each item is a one of a kind piece. The business has established a solid social media presence which serves both international and local clientele.

New to the GBA programme, the business looks to grow and expand. Part of this growth is through the current development of a number of home ware items.

The brand has a number of community based initiatives that seeks to restore the dignity and self-esteem of young girls and empower women throughout Africa, starting here at home.



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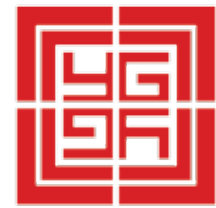
Web: www.voilafeelbeautiful.co.za



BEST ADVICE:

Know your markets, prepare and know your compliance requirements.

Pascal Damoyi



YELLOW GREEN
COSMETICS



Yellow Green Lifestyle & Cosmetics

Yellow Green manufactures, markets and distributes a range of body care, skin care products and cosmetics. Products are based upon natural plant oils, salts, minerals and fruit extracts. Product lines include hair and body skin-care cosmetics. Look beautiful and smell good! As part of its distribution channels, the company uses direct marketing through a turn-key solution for entrepreneurs, as well as retail for select products.

Pascal joined the GBA in 2016. Subsequently 4 permanent jobs have been created, in addition, the company has appointed a number of new selling agents. Company turnover has increased by approximately 80%.

The goal to becoming globally engaged has been boosted by the knowledge and upskilling by the GBA programme. The company is currently preparing to launch in Botswana as a result of networking opportunities afforded by the GBA.



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BEST ADVICE:

Don't give up.

Nomsa Mdlalose

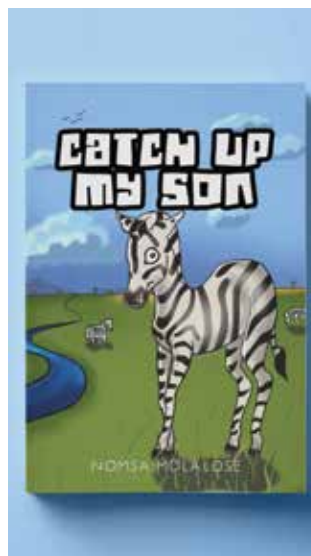


Zintsomi (Pty) Ltd

Zintsomi is a media company that specialises in storytelling and training. The primary objective of the business is to develop leadership through storytelling, and increase the number of professional storytellers in South Africa. Zintsomi creates stimulating storytelling products and services for children and adults interested in African stories. These products include children's books and soft toys that accompany each book.

Nomsa joined the GBA in 2017. Exhibitions and networking opportunities allowed for new and different opportunities to present to the business. Growth has been achieved through having more distributors. Company turnover has increased by 5% and a personal income growth of 2% has been achieved.

The programme has provided mentorship and motivation providing guidance and business tools to assist in making objective and accurate business decisions.



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Johannesburg Chamber of Commerce and Industry

Johannesburg Chamber of Commerce and Industry (JCCI) is an independent, non-political, subscription-based association, founded in 1890 to promote business growth and prosperity. Members are drawn from every sector of the economy and range from independent entrepreneurs to large corporations

Since inception the Chamber has been the leading business organisation in the promotion and facilitation of international trade. Its extensive expertise and worldwide contacts have made the Chamber the partner of choice for local and international organisations looking to develop emerging businesses.

The Chamber provides the trading community with a range of services covering all aspects of international trade, including incoming and outgoing missions to new markets, training, certification of trade documentation, information events on doing business in destination countries and access to hands-on experts in the trading cycle. Its expertise and worldwide contacts have opened the doors to new business opportunities for many companies. It is, therefore, supremely qualified to run an export incubator.

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**Johannesburg Chamber
of Commerce and Industry**





GIZ

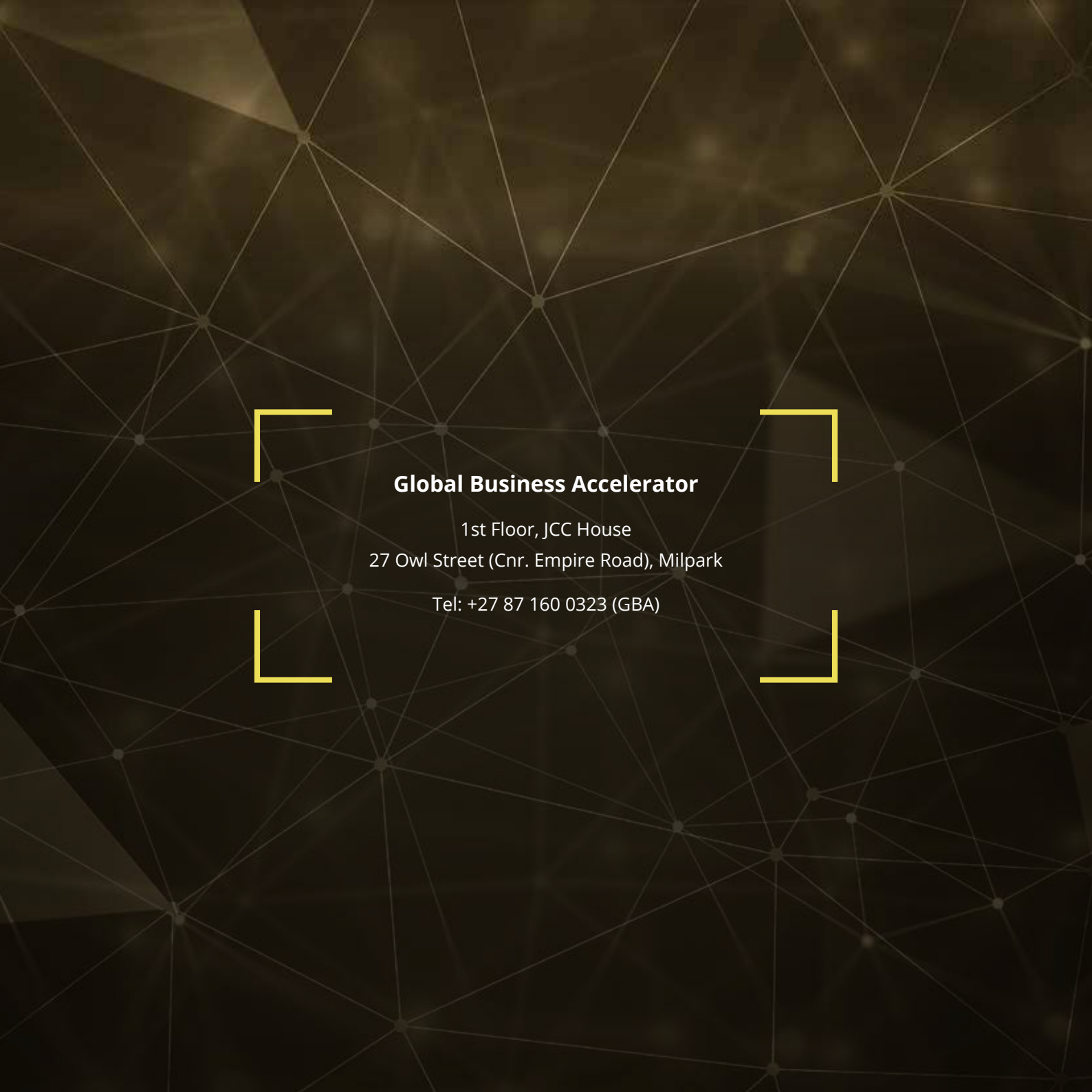
The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a federal enterprise with worldwide operations in 130 countries. We support the German Government in the fields of international cooperation for sustainable development and international education. Through our work, we assist people and societies in shaping their own futures and improving living conditions. GIZ supports South Africa in reaching its goals as defined in the national development plan.

The programme Employment for Sustainable Development in Africa (E4D), works with the private sector in partnership with business by developing projects to increase income, improve working conditions and to create job opportunities.

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