

SA's most entrepreneurial sectors uncovered

According to research done by Thebe Reed Exhibitions, local entrepreneurs see the agriculture, services, and automotive industries as some of the sectors with the most growth potential. The research, conducted among 2,000 visitors pre-registering for the upcoming #BuyaBusiness expo and Small Business Expo taking place at the TicketPro Dome in September, found the largest proportions of respondents were looking for new business opportunities in these sectors.



[Image Source: Thebe Reed Exhibitions](#)

Among those pre-registering for the Small Business Expo 2016, 33% were interested in investing in the services industries, 24% were interested in investing in agriculture businesses and 11% were seeking manufacturing opportunities. Among those registering for the #BuyaBusiness expo, the largest proportion (17.8%) was interested in automotive sector opportunities, followed by fast food and restaurants(13.3%). Construction and computer and cellular opportunities were also in demand.

Of the would-be entrepreneurs polled, 29% already have capital to invest in a business and 71% would be interested in talking to a financial institution. The majority of entrepreneurs registering to attend the expos already own their own businesses, with 24% in business for three years or more.

Information sharing and networking crucial for small business

Carol Weaving, MD of Thebe Reed Exhibitions, says these findings illustrate the fact that business opportunities exist in sectors across the board. "It is also clear from the research that information sharing and networking are crucial for small business," she says. "We found that 85% of survey respondents were both looking for business opportunities and planning to attend workshops and networking opportunities at these events."

Weaving notes that this growing need for information, mentoring and networking opportunities has prompted Thebe Reed to evolve its small business expo model over the years, to step up information sharing and workshops designed to improve

small business sustainability and success. The #BuyaBusiness expo and Small Business Expo now also play an active role in relationship brokering and matchmaking – connecting entrepreneurs, investors and service providers.

“We have also taken into account the potential high growth sectors for franchises and small business opportunities, and included in this year’s expos of opportunities in automotive and manufacturing; construction and related services; education and training, FMCG retail; food and beverage; services; property; recruitment and renewable energy,” says Weaving.

#BuyaBusiness Expo offers one-stop business opportunities, franchise opportunities, business tools, information and networking for anyone considering starting their own business or franchise, and for those already in business and looking to expand.

The Small Business Expo, supported by Eskom, is devoted to the development and growth of small and medium enterprises by providing an opportunity for them to market themselves and interact with corporates, investors and buyers. The expos will be staged at the Ticketpro Dome in Northriding Johannesburg from the 8 -10 September 2016. Entrance is free if you [register online](#).

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