

## **Emerald hosts Vaal's business event**

VANDERIJLPARK. - Small, medium and micro-enterprise (SMME) owners – and those who dream of starting their own company – would do well not to miss the second annual Vaal Region SMME Conference, to be held at the Emerald Resort & Casino in Vanderbijlpark on September 15 and 16.

This year's conference, being presented by the Emerald Foundation and the Vaal Region Community Chest along with other corporate partners with MooiVaal Media as media sponsor, boasts an exciting list of speakers and a schedule of not-to-be-missed practical workshops.

Speakers include Wimpy Group founder Eric Tocknell, Verimark CEO Willie van Straaten, Zorgvliet Portfolio CEO Mac van der Merwe, National Empowerment Fund CEO Philisiwe Buthelezi, Absa economist Andre Mellet, Le Looks Salons owner Mankwane Chabedi, and Foundation for the Development of Africa chairperson Peter Metcalfe.

### **Workshops**

Workshop topics encompass sales, marketing and marketing techniques; HR practices and legislation; costing and tendering; BBBEE; time and project management; and compiling an effective business plan and financing SMMEs.

"If you're a small business owner, or you wish to launch your own business venture, then this year's Vaal Region SMME Conference is a must-attend event for you.

"We have a group of the finest entrepreneurial minds to share their experiences and secrets for success with you, and our workshops will equip you with the essential skills to make a success of your venture," says Emerald Resort & Casino CEO Martin Rice.

"There is little doubt that anyone starting up their own business needs all the advice and guidance that they can get – and the Vaal Region SMME Conference is the place to get it."

The Emerald Foundation, a Section 21 company linked to the Emerald Resort & Casino, concerns itself with community service in the Vaal region.

It is involved in several community and upliftment projects, offers bursaries to deserving applicants and trains Emerald staff in project management skills for the greater good of the community.

"The Vaal Region SMME Conference is one of the Emerald Foundation's most important activities, and it is a stellar example of our mandate to give back to the communities in which we operate.

"The Emerald Resort & Casino does not exist in isolation from the surrounding communities, and so playing a substantive part in bettering the lives of the people of the Vaal is fundamental to our moral licence to operate," says Rice.

"We're particularly proud of the conference, as it makes a real contribution to the future success of our budding entrepreneurs. Helping them to get a leg up will result in a stronger regional economy, new jobs, more development and less poverty – all of which are winning outcomes in anyone's books."

Entrance to the Vaal Region SMME Conference, to be held at the Emerald Hotel at the Emerald Resort & Casino, costs only R50 per day. Delegates can only register online at [www.emerald.foundation.co.za](http://www.emerald.foundation.co.za) or collect forms from the GEP offices in Vanderbijlpark, FDC in Sasolburg and SEDA in Secunda.

\* For further information, please visit [www.emerald.foundation.co.za](http://www.emerald.foundation.co.za) or call the Vaal Region Community Chest on (016) 976 0933.