Black Economic Empowerment: Procurement and Investment – The case of Small to medium Professional Conference Organisers in Durban

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INTRODUCTION TO THE STUDY
Background and Problem Statement
Poor synchronization of demand and supply

Government supply

PCO demand
Explain reasons for the mismatch

Make suitable recommendations to harmonise supply and demand
Objectives

- Identify barriers and challenges
- Propose sustainable solutions
LITERATURE REVIEW
RESEARCH METHODOLOGY
**Study Area**
Durban, South Africa

**Study Type**
Descriptive

**Sampling Techniques**
PCO samples – Snowballing (18)
Govt. agencies – Judgement (12)

**Survey Techniques**
PCOs – structured self administered questionnaires
Govt. agencies – interviews
Information and Consent letters
36 days survey period

**Data Analysis**
Thematic Content Analysis
Microsoft Excel
RESULTS AND DISCUSSION
The PCOs are catered for by the available supply of government support services.

**Figure 1:** Targeted support beneficiaries
PCO DEMAND: 

Figure 2: Extent of the need for support services in order to survive in current economic climate
Inefficiencies exist in the support program design that disable effective supply of support services

**Figure 3:** Flaws in the support program design
The majority of the PCOs expressed an ignorance towards the support services available to them.

**Figure 4:** PCO knowledge about support services available to them.
CONCLUSIONS AND RECOMMENDATIONS
Poor synchronisation of demand and supply

Support services structural design inefficiencies
- Centralised support structures
- Absence of impact assessments
- Poor research activities

limited knowledge of support services
- Failure to properly direct demand
Govt. adequate supply - adequate demand

Major industry players
Government support agencies
Other MICE service providers
Small to medium Black PCOs
Synchronisation of demand and supply of support services between the government support service providers and the PCOs.
Directives for future research

SME development after use of support services

Framework for support Impact Assessment activities
Thank You...
You made my day!
References


