

## **INVITATION TO A CAPACITY BUILDING EVENT ON:**

### **BUSINESS RETENTION AND EXPANSION (BR&E)**

**6 - 8 MAY 2008**

The LED Network in Collaboration with the GTZ Strengthening Local Governance Programme's Local Economic Development Team is pleased to announce a BR&E capacity building opportunity.

#### **BACKGROUND**

There are basically three ways to grow a local economy – start a new business, attract a business from outside or grow existing local businesses. Yet action to retain and grow existing local business receives relatively little attention despite the fact it has far greater job creation potential than the other two ways combined.

The most widely used and cost effective approach to Business Retention and Expansion (BR&E) is a locally managed and implemented programme to find out what prevents existing business from expanding and then take action to address the key issues. A structured, proven and easy to follow programme enables local role-players to identify opportunities and obstacles, agree key issues and set priorities for practical, achievable action. BR&E is driven by local stakeholders from both the private and public sectors and is a practical approach to Local Economic Development.

The event is targeted at people who want:

- a) practical training in how to run a BR&E programme in their community, e.g., people from local government, business organisations, NGOs and economic development bodies.
- b) to understand, support and participate in a BR&E programme but will not necessarily run it hands on.

#### **COURSE OUTCOMES**

Participants will:

- Become familiar with the Business Retention and Expansion methodology,
- Understand the principles of BR&E,
- Be able to start a BR&E process in their own locality,
- Understand where they can get additional support and resources to conduct a BR&E,

**COST OF PARTICIPATION**

R2, 000 excluding accommodation (participant arranges own accommodation)

R3, 000 including accommodation (accommodation is provided at the training venue)

Members of the LED Network qualify for a R400 discount on the participation fee.

**DURATION**

3 days (from 12:30 on the Tuesday 6th of May to 14:00 on the Thursday 8th of May)

**VENUE**

Pumula Hotel (near Hibberdene), KZN (<http://www.pumulabeachhotel.com>)

**DEADLINE FOR APPLICATION**

8 April 2008

Participants will be selected in order to ensure that participants from the private sector, local government, and NGO sector are included in the workshop. Participants that are able to initiate and lead a BR & E exercise will be given priority in this first BR & E event. Consultants who are able to support these exercises will also be allowed to participate.

In order to be considered for the event your completed application must reach us before the 8 April 2008.

**CONTACT**

For technical information on the event contact Gerry Delany at 082 7728 728 / [gerryd@eastcoast.co.za](mailto:gerryd@eastcoast.co.za)

For administrative or logistical information contact Annelien at 082 563 7844 / [admin@led.co.za](mailto:admin@led.co.za)