

PARTNERING EMERGING BLACK BUSINESS

More than just linking buyers and suppliers – real empowerment tools for the growing SA economy.



Minister Ebrahim Rasool, MEC for Finance and Economic Development, Western Cape.

TradeWorld has a sixty-year history of connecting trading houses with their suppliers. Over the past ten years it has focused on developing its 'bricks and mortar' trade facilitation service to the stage where it is the leading service provider with three highly efficient business tools:

- LEADS AND TENDERS (for suppliers)
- SOURCELINK ELECTRONIC PURCHASING SYSTEM (for buyers)
- TRADEWORLD SUPPLIER DATABASE (for all procurement & supply networks)

As part of the Johnnic Communications group of companies (Africa's largest media and entertainment organisation), TradeWorld has the capacity and resources to fulfil the requirements of

global trade and provide its basket of services to all role players.

With its vast experience in the African business culture, TradeWorld is a leading facilitator of black empowerment procurement, providing the essential links to enable sourcing of goods and services from emerging black enterprises.

TradeWorld recognises economic growth as the single most important commercial objective on the African continent; it is the key to employment, peace, prosperity and security. Through its business infrastructure, TradeWorld networks emerging suppliers into the established economy on a daily basis and contributes directly to this growth.

At the recent launch of the Western Cape Supplier Database (developed by TradeWorld in partnership with the Western Cape Provincial Government and the City of Cape Town) Ruwayda Tambe, a partner in Sage Enterprises (a verified supplier), stood up and said: 'Every morning, we go in and check what opportunities TradeWorld has brought in for us. By subscribing to TradeWorld's "leads and tenders" service, my sister Gheelmeyah Sulaiman and I have multiplied the size of our family business many times since starting out as budding entrepreneurs just over four years ago'.

With reference to the launch of the Western Cape Database, Ebrahim Rasool, MEC for Finance and Economic Development, said: 'The objective of this centralised database is to standardise the requirements from suppliers by ensuring one point of registration for suppliers and only one set of data to be verified and maintained.

'I anticipate that the implementation of the database will put all provincial departments in a better position to reach the 40% target of procurement spent on historically disadvantaged individuals'.

Now how can we help you grow your business?



(From left to right): Gheelmeyah Sulaiman (Sage Enterprises), Francois Naudé (CEO TradeWorld), Catherine Hills (Regional Manager - TradeWorld Cape Town) and Ruwayda Tambe of Sage Enterprises.



TradeWorld

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