



## msme conference

28 – 29 JULY 2025 | COEGA VULINDLELA VILLAGE (VACC) | NELSON MANDELA BAY MUNICIPALITY | GQEBERHA



UNLOCKING  
THE POTENTIAL  
OF MSMEs:

DRIVING  
INNOVATION,  
GROWTH &  
RESILIENCE



### About the conference

Cross-Border Road Transport Agency (C-BRTA) will host a Micro, Small and Medium Enterprise (MSME) Conference for freight operators in the cross-border road transport industry aimed to address key challenges, opportunities, and industry developments that affect small businesses in the sector.



transport

Department:  
Transport  
REPUBLIC OF SOUTH AFRICA



CROSS-BORDER  
ROAD TRANSPORT AGENCY

# 1 CONFERENCE OBJECTIVES

To empower and support MSME freight operators in the cross-border road transport industry by providing insights, networking opportunities, and strategies for growth, compliance, and operational efficiency in an evolving transport landscape.

The conference aims to bring together MSME stakeholders, policymakers, industry experts, and thought leaders to:

- **Share knowledge and best practices** - Showcase successful MSME stories, innovative solutions, and effective strategies for growth and sustainability.
- **Foster collaboration and networking** - Provide a platform for MSMEs to connect with potential partners, investors, and customers.
- **Address challenges and opportunities** - Discuss key challenges facing MSMEs, such as access to finance, technology, and markets, and explore opportunities for growth and development
- **Promote policy and regulatory support** - Engage policymakers and regulators in discussions on creating a supportive environment for MSME growth and development.

# 2 CONFERENCE FOCUS AREAS

- Innovation and Technology:** leveraging digital solutions, fleet management tools, and automation for efficiency.
- Access to Finance:** Showcasing funding options, grants, and financial tools for MSMEs in transport and logistics.
- Market Access and Trade:** Enhancing MSME participation in regional and global markets.
- Skills Development and Capacity Building:** Equipping operators with industry knowledge and best practices for competitiveness.
- Policy and Regulatory Support:** Creating a supportive environment for MSME growth and development.
- Sustainability & Green Transport:** Promoting eco-friendly logistics and fuel-efficient practices.

# 3 WHO SHOULD ATTEND

- Cross-Border Road Freight Transport Operators
- Domestic Operators
- MSME in the transport sector value chain
- Policymakers and regulators
- Industry experts and thought leaders
- Investors and financiers
- Development partners



## Programme

### Day 1

- Registration
- Official Opening
- Keynote Address
- Panel Discussion: Challenges and Opportunities for MSMEs in the Transport Sector
- Case Study Presentations: Success Stories from MSME



FOR MORE INFORMATION  
PLEASE CONTACT:

Veronica.mabotha@cbrta.co.za  
or  
call 012 471 2035

Ruby.Mpumlwana@cbrta.co.za  
or  
call 012 471 2075

## Highlights

### Day 2

- Workshop – Marketing strategies for MSMEs in Transport
- Panel Discussion: Innovation and Digitization in Transport
- Interactive Session: Building Partnerships and Collaborations
- Cocktail dinner



CROSS-BORDER  
ROAD TRANSPORT AGENCY