

NEF TAKES INVESTOR EDUCATION TO THE PEOPLE

The National Empowerment Fund (NEF) is embarking on a national Investor Education roadshow that will reach 36 destinations in the country's nine provinces as part of its mandate of promoting a culture of savings and investment among black South Africans.

An agency of the Department of Trade and Industry, the NEF is mandated to promote black economic participation in South Africa by providing financial and non-financial support to black-empowered enterprises, as well as by promoting savings and investment opportunities for black people, and in so doing, developing an understanding of equity ownership amongst beneficiary communities.

The campaign seminars will start in the Limpopo province from **10 to 13 February 2014**, and will target a minimum 300 participants per town. The NEF's campaign partners are the National Credit Regulator (NCR) and the Companies and Intellectual Property Commission (CIPC).

The three-hour seminars will target members of the public, members of stokvels and investment clubs, as well as entrepreneurs, where valuable information will be given directly in the local language by accredited financial and investment advisors at no cost to participants.

NEF General Counsel, Mr Mzi Dayimani, says "the primary objective of the Investor Education Campaign is to empower black people by creating a culture of understanding sound investment practice. The campaign also aims to ensure that investors have the ability to understand and question the information and advice given to them before making investment decisions."

The Investment Seminars will be held at the following venues:

- 10 February 2014 - Musina Nancefield Community Hall,
- 11 February 2014 - Ba- Phalaborwa Lulekani Community Hall,
- 12 February 2014 - Burgersfort CN Phatudi FET College, and
- 13 February 2014 - Lebowakgomo Civic Centre.

The residents of these areas are encouraged to attend the seminars as they will receive valuable information on:

- Business planning and mentorship,
- Funding requirements,
- How to save and invest,
- Drawing up a budget and personal financial planning,
- Procurement and enterprise development opportunities,
- How B-BBEE can benefit black and white businesses for mutual growth.

A follow-up to Asonge

Mr Dayimani says the Investor Education Campaign, which was first launched by the NEF in 2010, is a follow-up of the highly successful and historic NEF Asonge Share Scheme, which saw more than 87 000 black investors taking up shares in a blue-chip company, MTN, to purchase discounted shares that were originally held by the NEF. Asonge demonstrated strong market demand among black people for increased participation in the equities market, supported by the provision of relevant investment information and education to individuals and investment groups such as stokvels, burial societies, community trusts, cooperatives, church groups and others.

He further states that in response to topical economic issues in the markets, the NEF would also launch different “thematic campaigns” from time to time, which may cover new investment products, and changes in rules and trading mechanisms.

“Similar to the rest of the global community, South Africa is undergoing challenging economic times. It has become more important now than ever before for organisations like the NEF to encourage individuals and groups to save for personal and business benefit, as well as for the growth of the economy. The seminars will also help people to avoid being hoodwinked into get-rich-quick schemes, or being drawn into illegal business practices,” says Mr Dayimani.

The NEF will communicate the eight provincial Investor Education Campaigns as they are rolled out to each province. The next Investor Education Campaign is planned for the North West province.

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