

# INVITATION TO ATTEND

## THE Townships PROJECT

### **MICROFRANCHISING LAUNCH: TRADE SHOW AND WORKSHOPS**

**Wednesday, 17 October – Friday, 19 October 2012**

**9:00am—5:00pm (3:00pm on Friday)**

**Ubuntu Kraal**

**Orlando West, Soweto, South Africa**

**MICROFRANCHISING LAUNCH: TRADE SHOW AND WORKSHOPS** is creating an ecosystem of sustainable micro-businesses that are accessible to the disadvantaged to buy and to operate.

**INVESTING** in the capabilities of people is central to long-term growth and the creation of jobs: Micro-Franchising Launch focuses on 15 businesses that can be franchised at a cost about equal to a micro-loan, thus making them accessible to the disadvantaged.

**MICROFRANCHISING** combines the most powerful business system ever devised with microfinance, the most helpful financial technology ever developed for the poor. MicroFranchises provide a better product or service at an equal or lesser price than is currently available.

**INVITATION:** The MicroFranchising Launch is, by invitation, bringing together all the skills necessary to kick-start 15 businesses as MicroFranchises:

**MICRO-BUSINESS ENTREPRENEURS**  
**NGO'S WITH A PRODUCT/SERVICE TO BE COMMERCIALIZED**  
**FRANCHISORS WITH A PRODUCT/SERVICE TO BE MICRO-FRANCHISED**

**COMMUNITY DEVELOPMENT PROFESSIONALS**  
**COMMUNITY BUSINESS AND SOCIAL LEADERS**  
**ENTERPRISE DEVELOPMENT PROFESSIONALS**  
**CORPORATE SOCIAL INVESTMENT PROFESSIONALS**

**MICRO-FINANCE PROFESSIONALS**  
**FRANCHISING CONSULTANTS**  
**GOVERNMENT POLICY MAKERS**  
**CELL-PHONE APPLICATION PROFESSIONALS**  
**GRADUATE STUDENTS AND ACADEMICS IN BUSINESS STUDIES**

**TRADE SHOW AND WORKSHOPS:** The MicroFranchising Launch consists of a Trade Show (of Micro-Franchise businesses and any other participants who wish to publicize their activities) and Workshops at which each of 15 selected businesses are the focus of a structured roundtable planning session made up of a cross-section of invitees.

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**SUPPORTED BY:**

