

Sage Africa and Chamber Launch Digital Masterclasses to Empower Local MSMEs

In a rapidly evolving business world where digital agility is no longer optional but essential, local MSMEs in Nelson Mandela Bay are about to gain a powerful advantage. A new series of business masterclasses is being launched to help entrepreneurs and small business owners unlock the full potential of cloud-based financial management. The initiative brings together the collective strengths of the Nelson Mandela Bay Business Chamber, Sage Africa, and WKT Business Solutions trading as CATS to offer practical, tech-enabled solutions that will transform how local businesses manage their finances and make strategic decisions.

"This partnership is a game-changer for MSMEs in Nelson Mandela Bay. By simplifying financial processes and providing access to a trusted, cloud-based accounting platform like Sage, we are helping local businesses save time, reduce errors and make informed financial decisions," says Wilna Blignaut, Director at CATS. "We believe this programme can significantly strengthen the backbone of our economy by empowering entrepreneurs with the tools they need to manage and grow their businesses more efficiently."

The programme will showcase Sage Business Cloud Accounting, a user-friendly, cloud-based solution designed to streamline financial management for small and medium enterprises. Participants in the masterclasses will learn how to manage their finances digitally, automate critical processes, and access real-time business insights securely and efficiently. Through interactive sessions and live demonstrations, attendees will be guided through the process of setting up their free trial, navigating key features and exploring extended benefits to integrate Sage into their business seamlessly.

As part of the initiative, business owners who complete the setup steps and meet usage requirements will receive up to six months of free access to Sage Business Cloud Accounting. Key tools that businesses can expect to explore include Bank Manager for automated bank transaction reconciliation, Project Tracker for profit and expense monitoring across specific projects or branches, BIC Reporting for customised financial statements, and Forms Designer for tailored invoice layouts and branding.

In addition to this hands-on training, free online learning resources will be provided to support further implementation and success. The Chamber is inviting its members and business owners across the Bay to take advantage of this opportunity to elevate their financial management and competitiveness in the digital age.

Commenting on the partnership, Lunga Mjodo, Strategic Initiatives Manager at the Nelson Mandela Bay Business Chamber, said: "This initiative represents a significant step forward in our mission to support local businesses with the tools and knowledge they need to thrive in a rapidly digitalising economy. By collaborating with experts like Sage and CATS, we are ensuring that our members have access to world-class solutions that enable smarter, more efficient business management. We believe these masterclasses will not only simplify financial processes for MSMEs but also empower them to make data-driven decisions with confidence."



Pictured from left to right are Terri Diedericks (Entrepreneurship Coordinator, Chamber), Denise van Huyssteen (CEO, Chamber), Wilna Blignaut (Director, CATS) and Lunga Mjodo (Strategic Initiatives Manager, Chamber)