



UNIVERSITY  
OF  
JOHANNESBURG

CENTRE FOR  
SOCIAL DEVELOPMENT  
IN AFRICA

Our Future  
Reimagined

# WEBINAR INVITATION

## Qualitative Research with Micro-entrepreneurs in South Africa's Townships: Factors of Success and Failure of Migrant-owned and South African national-owned Businesses in the Informal Economy

Globally, approximately two billion people, or 60% of the global labour force, participate in the informal economy. South Africa's informal economy accounts for 15-17% of employment and just over 5% of our gross domestic product (GDP). With so many facing structural unemployment in the formal economy, the informal sector has become a lifeline. It's where many people create livelihoods. This sector is incredibly important for low-income households, provides much-needed income and acts as the last-mile distributor of goods. Yet, despite its significance, actors in the informal sector are vulnerable due to a lack of protection and support.

The University of Johannesburg's Centre for Social Development in Africa (CSDA), in partnership with the World Bank, invites you to a webinar where we present the findings from a qualitative study that looked into factors contributing to the success of micro-enterprises owned by immigrants and nationals in South Africa. The research compares micro-entrepreneurs' experiences in three South African townships, examining their motivations, business strategies, challenges, and success. We will also discuss additional support and protection for the micro-entrepreneurs.

### PRESENTERS:

**Professor Lauren Graham** (Director, CSDA, University of Johannesburg) and  
**Senzelwe Mthembu** (Researcher, CSDA, University of Johannesburg)

**CHAIR: Dr Anthony Kaziboni** (Senior Researcher, CSDA, University of Johannesburg)

**DISCUSSANT: Dr Wendy Cunningham** (Lead Economist, Human Capital Project, World Bank)

**DATE:** 03 July 2024 | **TIME:** 15:00 - 16:30 SAST | **PLATFORM:** Zoom

Please register to join on this link [https://zoom.us/webinar/register/WN\\_XI6eQ90FQLuYxR09\\_ilg8w#/registration](https://zoom.us/webinar/register/WN_XI6eQ90FQLuYxR09_ilg8w#/registration)

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