

GEAP PLATFORM POSITIONS CLEANING PRODUCT MAKER FOR GROWTH

The Growth Export Accelerator Programme (GEAP) under the auspices of the **Pietermaritzburg and Midlands Chamber of Business** has equipped participants in ways more than just preparing them for a potential future in exporting. Empangeni entrepreneur **Nonhlanhla Mpontshane** (pictured), for one, is poised for greater things.

There's little doubt that Nonhlanhla Mpontshane, a graduate of the year-long GEAP, benefitted from the initiative. She founded Siyandiza Trading t/a Pet-Chem in 2013 in Empangeni that manufactures cleaning products. While the company distributed its products to both the public and private sectors, Pet-Chem is now ready for a larger role.

The GEAP experience has imbued Mpontshane with a new-found confidence. "I've grown professionally and I'm now fully exposed to the market," she said. A key take-away for Mpontshane is understanding how to market Pet-Chem products on digital platforms. In a further endorsement of GEAP and her new-found success, Mpontshane has become a member of the South African Supplier Diversity Council (SASDC).

