

KLCBT holds its 1st media networking session in Barberton

Tumelo Waga Dibakwane

BARBERTON - The Kruger Lowveld Chamber of Business and Tourism (KLCBT) hosted its first successful media networking session at Barberton Golf Club on January 28.

The aim was to bring business people together and to share ideas on how to grow their businesses and support one another.

KLCBT's chief operational officer, Linda Grimbeek, said the idea behind the networking session was to inform the Barberton Business Forum about their future plans. "The event was graced by Ehlanzeni District Municipality officials to strengthen their relationship with local businesses in the area, and to also deliver their plans in Barberton through the KLCBT," she said.

Grimbeek thanked everyone who attended the event. She said she believes that the information will be applied to grow and sustain businesses. She extended an invitation to Mbombela's business people to attend their next event on February 23. "In our next session, we will be tackling social media marketing, since we are now living in the digital world. We believe that businesses can sell their products via social media," she said.