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Moshito and Small Enterprise Development

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ABSTRACT

This research report documents diverse impressions and experiences, of and about the South African music industry in general and Moshito Music Conference and Exhibition in particular. Foregrounding the perspectives of black South African entrepreneurs that operate and own small businesses, the research enunciates how Moshito has come to embody an expression of the transition to democracy. Within a broader political, cultural and industrial context, the report captures anecdotes, observations and interviews with key interviewees and decision makers linked to Moshito, in addition to its dialogue with the interconnectedness of various social theories and concepts, and their relationship with industrial and government policy. Necessarily the research also engages literature concerned with cultural industries, music industry and development discourses.