
MEDIA ADVISORY

Date: Tuesday, 27 August 2024

Attention: Journalists, News Editors and Executive Producers

FOR IMMEDIATE RELEASE

MPUMALANGA TO HOST PROVINCIAL LIQUOR INDABA TO ADDRESS SOCIAL AND ECONOMIC ISSUES RELATED TO THE INDUSTRY

Mbombela - The Mpumalanga Department of Economic Development and Tourism (DEDT), in partnership with its Public Entity, the Mpumalanga Economic Regulator (MER) will host a historic Provincial Liquor Indaba to discuss and address a range of social and economic issues that impact the liquor industry and communities. The much-anticipated Indaba will take place from 25-26 September 2024, in the eMalahleni Local Municipality.

This significant event will serve as a critical platform for dialogue and collaboration among key stakeholders in the liquor industry, including policymakers, business owners, and community leaders.

"The Provincial Liquor Indaba is a vital step towards enhancing our engagement with the liquor industry. By bringing together diverse voices, we aim to create a more sustainable and responsible liquor sector that not only supports economic growth but also prioritises the health and safety of our communities. We encourage all stakeholders to participate and contribute to this important dialogue", explained MEC Masilela.

As a shareholder of the Mpumalanga Economic Regulator, the DEDT is committed to fostering a sustainable and responsible liquor industry that contributes positively to both the economy and the well-being of our communities. The Provincial Liquor Indaba aims to address a range of social and economic issues affecting the liquor industry, encouraging collaborative efforts to create solutions that benefit all stakeholders.

The CEO of the MER, Mr.Vusi Mtsweni added, "The Indaba represents an opportunity to tackle the challenges and opportunities facing the liquor industry in our province. By working together, we can ensure that the industry continues to thrive while adhering to the highest standards of responsibility and community engagement. We look forward to productive discussions and actionable outcomes from this event."

The Provincial Liquor Indaba is a must-attend event for anyone involved in or affected by the liquor industry in Mpumalanga. We look forward to welcoming all participants and stakeholders to this essential forum for progress and collaboration.

“The promotion of responsible trading practices within the liquor retail sector remains a cornerstone of our policy agenda. Through the liquor indaba, we should be able to intensify efforts to enforce compliance with liquor license conditions”, concluded Ms. Masilela.

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Issued by the Department of Economic Development and Tourism

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Notes to Editors:

The Department of Economic Development and Tourism, under the Mpumalanga Provincial Government, is mandated to stimulate economic growth and development in the Province, so as to create sustainable and decent employment, economic transformation and to alleviate poverty. The Department has three (3) Public Entities; namely, Mpumalanga Economic Growth Agency (MEGA), Mpumalanga Tourism and Parks Agency (MTPA), and Mpumalanga Economic Regulator (MER), to which it has delegated some of its constitutionally-mandated functions. These functions relate to: trade and investment promotion; funding of SMMEs; tourism growth and development; tourism marketing; regulation of the gambling and liquor industries, including collection of gambling levies and liquor license fees, amongst others.