
MEDIA ADVISORY

Date: Monday, 21 October 2024

Attention: Journalists, News Editors and Executive Producers

FOR IMMEDIATE RELEASE

DEPARTMENT TO LAUNCH THE TOWNSHIP ECONOMY INITIATIVE TO STRENGTHEN SUPPORT TO SMMEs IN PARTNERSHIP WITH THE TAKEALOT GROUP

Mbombela – The Department of Economic Development and Tourism, in partnership with the Takealot Group, will officially launch the Takealot Township Economy Initiative which aims to strengthen support to SMMEs especially in township and rural areas. It is anticipated that the Initiative will transform the economic landscape of township communities by providing a platform for local entrepreneurs. This follows the signing of a Memorandum of Agreement (MoA) with the Takealot Group, in this regard. The launch event will be led by the MEC for Economic Development and Tourism, Ms. Makhosazane Masilela.

“I am very excited about the initiative which we will launch in partnership with the Takealot Group on the 25th of this Month. Through this ground-breaking initiative, we are implementing the SMME Development Strategy which instructs government, working with the private sector and all relevant shareholders, to provide comprehensive business development support to SMMEs through the implementation of rural development initiatives; supporting the productive use of land; increasing access to markets by township entrepreneurs and building cooperative finance for the rural and township entrepreneurs”, explained Ms. Masilela.

The MoA is based on five pillars, with a potential to create businesses and job opportunities for SMMEs in the Province. Over the agreement period, SMMEs will benefit from the Takealot Township Franchise Initiative Programme, whereby franchisees will receive infrastructure and working capital support. SMMEs will also benefit from discounted stock rates, marketing and branding support, amongst others.

“The partnership with Takealot is more than just an economic collaboration, but a commitment which will create jobs through a series of programmes that will be launched across the Province. We will focus on empowering local entrepreneurs by providing them with the resources they need to succeed in the digital marketplace”, concluded the MEC.

Details of the launch event are as follows:

Date: Friday, 25 October 2024
Venue: Kromdraai Camp @ Songimvelo Nature Reserve
Chief Albert Luthuli Local Municipality
Time: 09:00

All Media is invited.

Journalists interested in attending the event are urged to confirm their attendance to **Mr. Thomas Msiza** on 079 500 0137 or email: tmsiza@mpg.gov.za or **Ms. Nomthandazo Mpangane**, the MEC's Media Liaison Officer, on 073 510 0525 or email: mpanganens@mpg.gov.za.

-ENDS-

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 constitutionally 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.