
MEDIA STATEMENT

Date: Saturday. August 2024

Attention: Journalists, News Editors and Executive Producers

FOR IMMEDIATE RELEASE

MEC MASILELA BOOSTS SMALL ENTERPRISES IN TOWNSHIP AND RURAL AREAS BY DONATING TOOLS OF TRADE TO HAIR SALON AND CAR-WASH OPERATORS

Mbombela – The MEC for Economic Development and Tourism, Ms. Makhosazane Christine Masilela, says the support to small enterprises operating in township and rural areas is one of the priorities the Department will pursue going forward, so as to grow the economy of the Province, and create the much-needed jobs. Ms. Masilela said this during the SMMEs Economic Empowerment Roadshow, which took place **yesterday, 23 August 2024, in the Nkomazi Local Municipality.**

The SMMEs Economic Empowerment Roadshow is a special programme of the MEC, which was conceptualised with a view to empower small enterprises operating in township and rural areas with financial and non-financial support. Through this programme, a number of informal businesses have received a shot in the arm they needed to propel their businesses to greater heights.

“As government, we believe that small business development remain the appropriate vehicle to drive the economic transformation agenda. The Department will continue to provide an enabling environment for small and informal business to grow through the provision of financial and non-financial support. It is our view that the informal sector is the cornerstone of economic development and growth within our communities. In partnership with the private sector, the Department will continue to support this all-important sector, so that it continues to contribute positively towards economic growth and job creation”, explained Ms. Masilela.

In relation to hair salon operators, the MEC donated tools of trade / equipment to two (02) salons namely; Olia Salon and Sebes Salon, coupled to that, she also handed over car-was equipment to three (03) operators namely; Luke car-wash, Sbo4sma car-wash and Themba car-wash. The MEC further donated Jojo tanks to two (02) car-wash operators.

“We are hopeful that the contribution that we have made to these operators will go a long way in propelling their businesses to grow and increase production. Our excitement emanates from the fact that our support will stimulate economic growth and create job opportunities”, concluded MEC Masilela.

Added to the recent donation, the Department previously donated tools of trade / equipment to various informal businesses in the Province. Among others, the Department has donated equipment to ten (10) incubatees at the Mpumalanga Stainless Initiative in Middleburg, ten (10) car wash operators in Mashishing, and ten (10) sewing cooperatives from the Emalahleni Local Municipality received industrial sewing machines and production material.

-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 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.