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**Media Advisory**

**Date:** 31 October 2018

**To:** Media houses & journalists

**Invitation to the Annual Stakeholder Forum in which Seda will be sharing its performance for 2017/18.**

The Small Enterprise Development Agency under the Department of Small Business Development is hosting its Annual Stakeholder Forum (ASF) on the 1st to the 2nd of November 2018 at the President Hotel, Bloemfontein. The event will be held under the theme: *“My Free State Business Story”.* Seda and its partners in the Free State – the Department of Economic, Small Business Development, Tourism and Environmental Affairs (DESTEA) and Free State Development Corporation (FDC) will showcase some of the successful entrepreneurs supported in the 2017/18 financial year.

Day one of the ASF will be the Success Story Seminar in which various small business development players including Absa, IDC, Central University of Technology and SAMTI among others, will discuss and share some insights into topics such as access to finance and competitiveness and innovation. Day one will end with the launch of the Success Story Ambassador Club in the evening.

The Minister of Small Business Development, Honourable Ms Lindiwe Zulu will be the keynote speaker at the Annual Stakeholder Forum 2018. Other dignitaries expected to attend include the Premier of the Free State, Ms Sefora Ntombela; MEC for DESTEA, Ms Limakatso Mahasa and Executive Mayor of Mangaung Metro Cllr Olly Mlamleli.

The event will take place as follows:

**Day One:**

* **Thursday, 01 November 2018: Success Story Seminar**
  + Time: 10:00 -15:00
  + Venue: President’s Hotel
  + RSVP: [tmbashe@seda.org.za](mailto:tmbashe@seda.org.za)
* **Thursday, 01 November 2018: Ambassador Club Ceremony** 
  + Time: 19:00 – 22:00
  + Venue: President’s Hotel
  + RSVP: [tmbashe@seda.org.za](mailto:tmbashe@seda.org.za)

**Day Two:**

* **Friday, 2 November 2018: Seda Performance Reporting**
  + Time: 09:00 – 15:00
  + Venue: President’s Hotel
  + RSVP: [tmbashe@seda.org.za](mailto:tmbashe@seda.org.za)

**END**

**Enquiries:**

Boy Ndala (Seda)

Cell: 0833404603

Email: [bndala@seda.org.za](mailto:bndala@seda.org.za)

**Or**

Festy Mfazwe (DESTEA)

Cell: 0833408502

[nyamatef@destea.gov.za](mailto:nyamatef@destea.gov.za)