**MEDIA INVITE**

**UNLOCKING INFORMAL BUSINESS OPPORTUNITIES IN MANGAUNG**

**18 October 2018**

**Bloemfontein:** Informal traders are a vital part of the local, and provincial economy to reduce unemployment, poverty and inequality in the province. It is for this reason that the Department of Economic, Small Business Development, Tourism and Environmental Affairs (DESTEA) in partnership with Department of Small Business Development, Small Enterprise Development Agency (SEDA), Coca Cola Beverages South Africa (CCBSA), and Mangaung Metro Municipality will hand over 67 trolleys to hawkers and business equipment to 84 SMMEs in Mangaung Metro as a means of support.

This is part of township economy revitalization strategy and implementation of radical economic transformation in the province to ensure sustainability of township enterprise. The Informal Traders will receive trolleys, and SMMEs equipment such as fridges, and braai stands. Some of the business that are being supported include: Tuck Shops, Hair salons, automotive, chisanyamas, bakeries, accommodations establishments, IT enterprises, textile, agro-processing.

The beneficiaries have also been trained on the following subjects; marketing, pricing, stock taking, start-up capital, profit and loss by DESTEA, SBD, SEDA and CCBSA.

**The Details of the event are as follows:**

Date: 19 October 2018

Venue: Mangaung Outdoor Sports Centre, Bloemfontein

Time: 12:00

Members of the media are invited:

End

**Issued by the Department of Economic, Small Business Development, Tourism and Environmental Affairs.**

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