

Newcastle Pop-up market

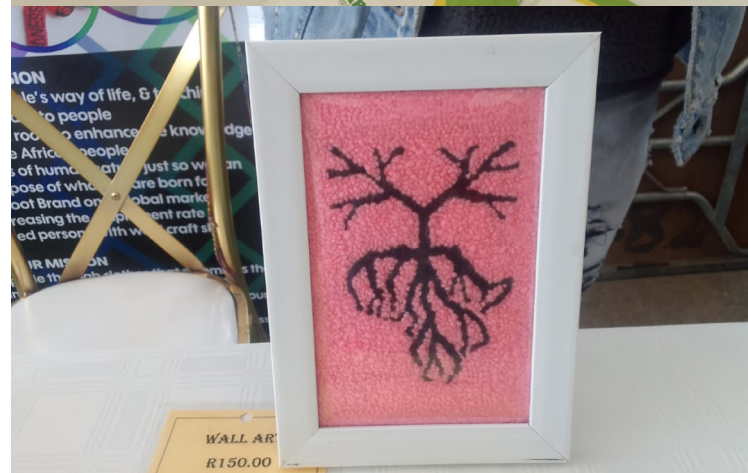
The Department of Small Business Development (DSBD) in partnership with Seda and Sasol hosted the Pop-Up Market at New Castle Mall from 26-29 May 2023. The aim of this initiative is to improve SMMEs growth through the development of competitive local products.

Themed "Show your Love for Local Brands", Department of Small Business Development (DSBD) and its agency Seda, are currently running Pop-Up markets as one of the initiatives to unlock the markets for SMMEs and cooperatives, create access to markets and to bring opportunities offered by government closer to the people.

The portfolio on committee on Small Business Development have drafted a report which identified constrained and limited access to markets for Small, Micro, Medium Enterprises (SMMEs) and cooperatives as one of the key barriers to South Africa's attempts at growing the small enterprise sector in July 2019. The complexity of sustainability standards was preventing small enterprises from accessing the market, both private and public. The sector was generally unaware of what standards they needed to comply with, and how to implement them. Rural and township enterprises, especially, had no support mechanism to guide them through procedures.

The initial SMME Mall activation campaign/ pop-up market took place at the Highveld Mall in Witbank from the 26 to 28 March 2021. These are hosted in line with Buy Local initiative and the District Development Model (DDM). Buying Local Products assist with, amongst others, creating jobs, ensuring that the money circulate within the local economy and reduce dependence on imports.

Pop-up Markets are inspired by the Buy Local Campaign which aims to create access to markets and improve SMMEs growth through the development of competitive local products and to create networks and expand access to markets for small businesses.





During the Buy Local Summit in 2021, President Cyril Ramaphosa said: "Buying local is about investing in quality, in sustaining local businesses, and in keeping jobs at home".

DSBD has further earmarked 1000 products for SMME-focused localisation and prioritised for support under the Small Enterprise Manufacturing Support Programme (SEMSP). These targeted products were compiled from the lists submitted by large retailers and manufacturers such as Pick'nPay, SPAR, Dischem, Clicks, Unilever, Massmart, Aspen etc.

The pop-up market commenced on 26 May 2023. Delivering his opening remarks, Seda Provincial Manager in KwaZulu-Natal Cedric Mnguni provided background on Seda Pop-up Markets. "The Pop-up market initiative is a Seda concept which seeks to provide access to markets for local SMMEs. It also provides SMMEs with an opportunity to attract new clients, engage in networking and tap into different markets," Cedric Mnguni said.

"Seda, as a facilitator of small business development had to urgently come up with strategic interventions that will assist SMMEs and safeguard their businesses and create a conducive environment for them to flourish and contribute meaningfully to the economy of the country. The Pop-up Market programme will continue to form part of Seda's strategic initiatives and will be enhanced and further rolled out in the future," Mnguni said.

In the provision of a message of support, Mpume Mdakane specialist for social impact and shared value at Sasol committed to future support of pop-up markets. "This is the fourth pop-up market that we are supporting. We recently hosted one in Richard's Bay The next one will be hosted in Pietermaritzburg in July. Our company is pledging support to these initiatives as SMMEs are our beacon of hope and a source for economic growth," Mdakane said.

