



1 March 2024

MINISTER STELLA NDABENI-ABRAHAMS TO HOST A GLOBAL ENTREPRENEURSHIP CONGRESS

Minister of Small Business Development, Ms Stella Ndabeni-Abrahams, will, from 13-14 March 2024 host the Global Entrepreneurship Congress (GEC+Africa) in Cape Town. The Department of Small Business Development has partnered with 22 on Sloane and other public and private sector players, who are committed to advancing entrepreneurial activity on our continent, to stage GEC+Africa 2024.

GEC+Africa is a gathering of entrepreneurs, thought leaders and practitioners who have become part of the global movement that advances entrepreneurship as a vehicle for building economies and expanding access to a better life for all. Over 1,500 delegates from more than 50 African nations are expected to participate. This will include startups, SMMEs, investors, policymakers and organisations that support entrepreneurship development.

GEC+Africa will seek to achieve some of the following objectives:

- Support the development of innovative startups and SMMEs in Africa and ensure their scale
- Create an enabling environment for African entrepreneurs to create jobs
- Create market linkages for African startups and SMMEs
- Support the development of credible global investor pipeline that will invest in African startups and SMMEs
- Establish a strong GEN-affiliated organisation in each African country to build and strengthen its entrepreneurship ecosystem

GEC+Africa will be a platform to showcase the significant progress the country has made in producing some of the most innovative and successful entrepreneurs on the continent. South Africa has one of the most mature startup ecosystems in Africa with stronger supporting institutions.

The Department of Small Business Development will continue to work with its partners to create an enabling environment for the growth and sustainability of small enterprises and to strengthen the country's entrepreneurial ecosystem.

Members of the media are invited to the Global Entrepreneurship Congress (GEC+Africa) which will be held as follows:

DATE: 13 -14 March 2024 (Wednesday and Thursday)

TIME: 9:00

VENUE: Cape Town International Convention Centre

Media wishing to attend the event should confirm their attendance with Mr Noko Manyelo (RSVP: NManyelo@dsbd.gov.za; Tel: 071 265 8611).

END

Enquiries:

Cornelius Monama

Spokesperson: Ministry of Small Business Development

Tel: 082 578 4063

Email: cmonama@dsbd.gov.za / cmonama@gmail.com

Twitter: @cmonama