



**small business  
development**

Department:  
Small Business Development  
REPUBLIC OF SOUTH AFRICA

## **MEDIA ADVISORY**

**07 APRIL 2025**

**TO ALL MEDIA HOUSES**

### **EMPOWERING INFORMAL TRADERS IN EASTERN CAPE PROVINCE THROUGH THE INFORMAL MICRO ENTERPRISE DEVELOPMENT PROGRAMME (IMEDP)**

The Minister of Small Business Development, Ms. Stella Tembisa Ndabeni invites members of the media to witness the handover of equipment to informal traders residing in the rural areas of the OR Tambo District Municipality, Eastern Cape province. This event highlights the Department's commitment to empowering Micro, Small, and Medium Enterprises (MSMEs) in rural areas, fostering their participation in the broader economy.

The handover of equipment is part of the IMEDP, which aims to uplift informal traders by providing them with the necessary tools and skills to manage their businesses effectively. The programme is a testament to the Department's ongoing efforts to empower small businesses in township and rural areas.

The equipment handover will take place in a series of events:

Date: Thursday, 9 April 2025  
Time: 10am  
Venue: Nyandeni Royal House, Libode

Date: Friday, 11 April 2025  
Time: 10am  
Venue: Amampondomise Kingdom, Upper Kroza Qumbu

Members of the media are invited to attend these events to witness the handover of equipment and interview the Minister and beneficiaries.

For more information, please contact:

End.

Enquiries:

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**Issued by the Department of Small Business Development**