

## **MEDIA ADVISORY**

**26 SEPTMEBER 2025**

**TO ALL MEDIA HOUSES**

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### **Minister Stella Ndabeni Leads Heritage Month Drive focusing on the negative impact of Counterfeiting and piracy in the Creative Industries and Consultation on Women's Empowerment Fund**

As part of Heritage Month commemorations, the Department of Small Business Development (DSBD), and its agency, the Small Enterprise Development and Finance Agency (SEDFA), will host a dynamic outreach event in Polokwane, Limpopo.

This gathering will bring together key stakeholders in the creative industries including fashion, music and film to tackle some of the most pressing challenges facing the creative sector. Key to the discussions will be:

- The urgent fight against counterfeiting and piracy, which continue to threaten the growth and sustainability of fashion, music, and the broader creative economy.
- The celebration of township and rural based creativity, recognising the role that small creative enterprises can play in shaping South Africa's vibrant cultural and economic landscape.

The event will also mark an important milestone in the national rollout of the Women's Entrepreneurship Fund. Following its official launch by the Minister of Small Business Development in Mpumalanga, the Limpopo engagement will be the first in a series of provincial dialogues. These sessions are designed to co-create the Fund in partnership with women entrepreneurs, associations, and community formations—ensuring that the Fund responds directly to their needs and realities.

Members of the media are invited to cover the event and have exclusive interviews with the Minister, SEDFA leadership, panel speakers, local entrepreneurs, and government representatives, photo ops and live activations.

Date: 29 September 2025  
Time: 09h00  
Venue: Bolivia Lodge, Bendor  
Polokwane, Limpopo

**End.**

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