

## **MEDIA ADVISORY**

**22 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 will again descend on the Eastern Cape for a second round of equipment handovers as part of empowering Micro, Small, and Medium Enterprises (MSMEs) in rural areas.

The Minister invites members of the media to witness the handover of equipment to 94 informal traders residing in the rural areas of the OR Tambo District Municipality, Eastern Cape province. This event highlights the Department's commitment to supporting 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: 25 April 2025.

Time: 10am.

Venue: Nongoma Community Hall, eMfinizweni (towards Flagstaff) Ingquza Hill Local Municipality.

Date: 2 May 2025.

Time: 10am.

Venue: Viedgiesville Thusong Service Centre, Viedgiesville Village, King Sabatha Dalindyebo Local Municipality.

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:

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Enquiries:

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