

MEDIA ADVISORY

15 OCTOBER 2025

FOR IMMEDIATE RELEASE

MINISTER STELLA TEMBISA NDABENI OFFICIALLY LAUNCHES THE MAFIKENG DIGITAL INNOVATION HUB AND PROTEA HOTEL MAHIKENG

The Department of Small Business Development (DSBD), through the Small Enterprise Development and Finance Agency (SEDFA), in collaboration with, the Department of Economic Development, Environment, Conservation and Tourism (DEDECT), the Industrial Development Corporation (IDC), and private sector partners, invites you to the official launch of the Protea Hotel Mahikeng and the Mafikeng Digital Innovation Hub (MDIH).

This dual launch marks the unveiling of two catalytic, SEDFA-supported projects that demonstrate inclusive growth in action. The event also highlights SEDFA's developmental impact in enterprise funding, incubation, and job creation, demonstrating the agency's commitment to advancing small business development and promoting sustainable economic growth across the North West Province.

The launch will also showcase the province's entrepreneurship ecosystem, driven by collaboration between government, the private sector, and development finance partners, showcasing the power of partnerships in enabling economic development and transformation.

Furthermore, the occasion will promote digital innovation, the hospitality sector, and women's empowerment as key pillars of regional development, emphasising their

role in driving inclusive economic growth and unlocking new opportunities for entrepreneurs and small businesses.

The launch will further inspire entrepreneurs and young people to participate in Fourth Industrial Revolution (4IR) industries and tourism value chains, offering a platform to learn, network, and access new opportunities within these rapidly growing sectors.

The launches will be held under the below details:

Venue: Mahikeng Protea Hotel

Date: 16 October 2025

Time: 09:00 – 12:00

Venue: Mahikeng Innovation Hub

Date: 16 October 2025

Time: 13:00 – 16:00

For more information, please contact:

End.

Enquiries:

SMacanda@dsbd.gov.za

Media@dsbd.gov.za

Mobile: 082 355 2399

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