



small business
development

Department:
Small Business Development
REPUBLIC OF SOUTH AFRICA



International
Trade
Centre

MEDIA ADVISORY: 22 May 2025

South Africa, International Trade Centre to co-host first-ever Global Small Business Ministerial Meeting

What: *Press conference by the South African Minister of the Department of Small Business Development and ITC Executive Director, to kick off countdown to Global SME Ministerial Meeting*

When: 10:00 on Thursday, 29 May 2025

Where: Government Communication and Information System (GCIS), Tshedimosetso House, 1035 Schoeman Street, Hatfield, Pretoria

Speakers include:

- Ms. Stella Tembisa Ndabeni, Minister of the Department of Small Business Development (DSBD), South Africa.
- Ms. Pamela Coke-Hamilton, Executive Director, International Trade Centre (ITC).
- Mr. Nelson Muffuh, United Nations Resident Coordinator in South Africa.

(Pretoria) – Media are invited to attend a press conference marking the countdown to the first-ever [Global Small and Medium-sized Enterprises \(SME\) Ministerial Meeting](#), to be hosted by the South African government and the UN small business agency in Johannesburg on 22-24 July, when ministers will come together to create a new space for countries to raise the importance of the small business agenda in shaping a stronger global trading system, ahead of the G20 Leaders' Summit later in the year.

The Ministerial, taking on the theme of “Navigating New Business Frontiers”, comes at a time of major changes in global trade, from tariff-related policy shifts to emerging sustainability requirements. In this context, action by small businesses can drive change, in a non-disruptive way, as small businesses make up 90% of all companies and two-thirds of jobs worldwide. Small businesses, including those led by women and youth, play a particularly important role in the sustainable socioeconomic growth of developing countries.

At this press conference, the South African Minister of Small Business Development (DSBD), Ms. Stella Tembisa Ndabeni, and Executive Director of the International Trade Centre, Ms. [Pamela Coke-Hamilton](#), will share the vision and expected outcomes of the Ministerial. Expected outcomes include a call-to-action endorsed by ministers to set out a roadmap of global collaboration in which countries will work to address key challenges faced by SMEs related to access to finance, digital connectivity and the green transition.

Countries from around the world have confirmed their participation, including Brazil, Cambodia, Costa Rica, Egypt, Ethiopia, Kenya, India, Indonesia and Switzerland, among others. Nearly 50 countries are expected to be at the Ministerial.



Notes for the Editor

About the Department of Small Business Development – The Department of Small Business Development is leading and coordinating an integrated approach to the promotion and development of entrepreneurship, micro, small and medium-sized enterprises, as well as cooperatives, to ensure an enabling legislative and policy environment to support their growth and sustainability. The Department provides financial and non-financial support to the MSMEs and cooperatives in South Africa.

About the International Trade Centre - The International Trade Centre is the joint agency of the [World Trade Organization](#) and the [United Nations](#). ITC assists small and medium-sized enterprises in developing and transition economies to become more competitive in global markets, thereby contributing to sustainable economic development within the frameworks of the Aid-for-Trade agenda and the United Nations' Sustainable Development Goals. The ITC [Ye! Community powered by the Youth and Trade Programme](#) is aimed at helping youth entrepreneurs to build scalable and sustainable businesses. The Ye! Community provides access to a global network of youth, mentors and ecosystem enablers, as well as free access to start-up trainings, resources, events and business opportunities

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