



**tourism**

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA



## MEDIA INVITE

### TOURISM LAUNCHES AN ENTERPRISE DEVELOPMENT BUSINESS INCUBATOR TO GROW AND SUSTAIN SMMEs IN LIMPOPO

27 FEBRUARY 2018

Deputy Minister Elizabeth Thabethe will officially launch a Tourism Enterprise Development Business Incubator in Phalaborwa – Limpopo as part of a greater objective to grow and sustain SMMEs in the sector.

The Tourism Enterprise Development Business Incubator is a virtual vehicle used to facilitate the provision of business support interventions to tourism enterprises. SMMEs that participate in the incubator programme undergo a needs analysis that determines the type of mentorship, coaching and cluster training programmes.

The launch will be followed by a business expo to showcase the services and initiatives under the Enterprise Development and Support Programme. The expo will feature presentations by various organisations, exhibitors and one-on-one consultations with government and financial entities. Entrepreneurs will leave the expo capacitated and empowered with skills and information to succeed in the tourism industry.

#### MEMBERS OF THE MEDIA ARE INVITED AS FOLLOWS

**DATE:** Friday, 02 March 2018  
**VENUE:** Cajori Hotel, Phalaborwa (Limpopo)  
**TIME:** 08h30 for 09h00

#### Programme:

TIME	TOURISM ENTERPRISE DEVELOPMENT AND SUPPORT PROGRAMME INCUBATOR LAUNCH AND EXPO
09H00 - 09H05	<b>Welcome:</b> His Worship Cllr. PJ Shai Mayor of Ba-Phalaborwa Local Municipality
09H05 - 09H15	<b>Presentation on the Enterprise Development programme:</b> Mr Soza Simango
09H15 - 09H25	<b>Remarks by Member of Executive Council (MEC):</b> Mr Seaparo Sekoati
09H25 - 09H50	<b>Key Note Address:</b> Honourable Deputy Minister Elizabeth Thabethe - Department of Tourism
09H50 - 09H55	<b>Vote of Thanks:</b> His Worship Cllr N Rakgoale Executive Mayor of Mopani District Municipality
10:00	<b>MEDIA INTERVIEWS</b>

Kindly confirm your attendance by no later than **01 March 2018** to:

**Ms Sindi Zwane**

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