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department of  
Economic, Small Business Development,  
Tourism and Environmental Affairs  
FREE STATE PROVINCE

## **MEDIA ADVISORY**

To: all media houses

01 September 2024

### **Empowering Women in trade and renewable energy**

In demonstrating commitment towards visionary agenda for women's empowerment, accelerating Government's efforts to achieve gender equality, advocating for decent work for women and financially inclusive economies, Free State MEC for Finance, Economic Development and Tourism, Ketso Makume will host a two-day seminar with the Women in Trade and Renewable Energy on 03-04 September 2024 at Phillip Saunders Resort, Bloemfontein.

This initiative envisaged for the Free State business executives to connect women participants to potential partners, mentors and investors, leverage resources, and empower Free State women operating in the said sectors. It is a platform intended for start-ups to bring business ideas to life, driving economic growth and sustainability of the SMME sector and encouraging women's participation in global value chain, fostering productivity, innovation and competitiveness in global markets.

The said session will bring together the industry experts including Small Entrepreneur Development Agency (SEDA), South African Revenue Service (SARS), Productivity SA and South African Bureau of Standards (SABS) to encourage women in business to affiliate with the Global Circle of Women in Business for reliable business linkages and trade in and around the African Continent platforms.

"Women are a powerful engine for economic growth because their active role in economic value chain activities can bridge gender gaps, boost women's empowerment, reduce poverty and create a fairer society. Therefore there is no other any way we can increase prosperity and promote inclusive growth unless women are empowered to be full partners in the economy—best practices to promote gender and social progress", said MEC Makume.



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Following the two-day session, entrepreneurs will go through the provincial master class workshops learning the traits of import and export, business skills, brand positioning, product costing, packaging customer care and financial management for further learning.

The media is invited.

**Details of the seminar will unfold as follows:**

When: 03 – 04 September 2024

Where: Phillip Sanders Resort, Bloemfontein.

Time: 09h00

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Tourism**

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