

From: ["Martmarie Haasbroek"](#)

To: swartlandmunicipality@gmail.com

Date: 4/7/2025 8:46:44 AM

Subject: Swartland Municipality Hosts Successful Second SMME Indaba: Empowering Local Entrepreneurs for Growth and Innovation

Attachments: [Photo 1.JPG](#)

Photo from left to right, back row: Brian Siebritz (Malmesbury Business Chamber); Hillary Balie (Swartland Municipality); Koketso Diale (Standard Bank) Executive Mayor, Alderman Harold Cleophas; Dai Brittain (Switch Electrical and Projects PTY Ltd).

Front row: Chamelyn Pick (C-pact Enterprise Pty (LTD)); Norman Mazibuko (Radio 7441fm) & Monique Brittain (Switch Electrical and Projects PTY Ltd)

Release: Immediate

7 April 2025

Issued by: Swartland Municipality

Swartland Municipality Hosts Successful Second SMME Indaba: Empowering Local Entrepreneurs for Growth and Innovation

On Friday, 4 April, the Swartland Municipality hosted its second successful SMME Indaba at the Malmesbury Town Hall, bringing together stakeholders and entrepreneurs to share, connect and learn. This annual event has become an essential space for local entrepreneurs to showcase their products and services while connecting with valuable resources, guidance, and funding opportunities.

The event was made possible thanks to the incredible support from Standard Bank, New Horizon SARS, SEDFA, Western Cape Government, CASIDRA and Olam Biz, who have shown a genuine interest in supporting real economic growth in the Swartland region.

A Platform for Engagement, Networking, and Learning

This year's Indaba welcomed SMMEs from every corner of Swartland, each demonstrating their innovative products and services. More than just an exhibition, the event served as a space for engagement, building networks, and fostering collaboration. Entrepreneurs had the chance to liaise with fellow business owners, industry experts, and government representatives, all while strengthening the foundation for a supportive and thriving local economy.

Malmesbury Business Chamber's Support

We are especially thankful for the participation of the Malmesbury Business Chamber, whose members provided mentorship and engaged with our up-and-coming businesses. The Chamber's involvement underscores the importance of collaboration between established and emerging businesses, helping to build long-lasting relationships that will foster the continued growth of Swartland's entrepreneurial ecosystem.

Celebrating SMME Excellence: Prize Winners

Standard Bank, a key partner in the success of the day, demonstrated their commitment to continuing SMME support and development by making three prizes, valued at R15 000 each available to the three SMME's demonstrating range, impact and sustainability. The winners are:

- Best Community Impact: Radio 7441fm – for their dedication to serving and uplifting the local community through innovative radio programming.
- Best Innovation: C-Pact Enterprise – a versatile service provider specializing in staff placements, biometric testing, and financial consulting.
- Best Growth Potential: Switch Electrical Projects Pty Ltd – an electrical services provider with immense potential for growth and expansion.

Swartland's Ongoing Commitment to SMMEs

Over the past three years, Swartland Municipality has worked tirelessly to establish a community and a network for SMME's. Our commitment has been recognized by the Western Cape Department of Economic Development and Tourism (DEDAT) and the on Friday the DEDAT representative stated that Swartland Municipality continues to be one of the best-performing areas for developing and creating opportunities for small businesses. In the past year alone, 160 participants benefited from 6 SMME training sessions, and 25 business registrations were referred to SEDA for further support.

In addition, Swartland has created a comprehensive database of 172 SMMEs, facilitating easier access to resources and support. Recently, the Executive Mayor also signed a landmark agreement with the International Start-up Tribe Institute, providing free online business training to local entrepreneurs. By the end of March 2025, 226 entities had participated in this international-level training program, equipping our entrepreneurs with the skills needed to succeed in a global marketplace.

Building a Sustainable Future for Local Entrepreneurs

Access to financing remains a critical challenge for many start-ups and expanding businesses, and Swartland Municipality is committed to creating ongoing opportunities to link SMMEs with financial resources. We continue to work tirelessly to bridge this gap, ensuring our entrepreneurs can access the support they need to grow and thrive.

Swartland Municipality is dedicated to fostering an inclusive and resilient local economy. Our focus on supporting SMMEs ensures a thriving entrepreneurial ecosystem that drives growth, innovation, and job creation, benefiting both local communities and the broader region.

END

Enquiries: Mart-Marié Haasbroek – haasbroekm@swartland.org.za/ 0729103724

Mart-Marié Haasbroek

Communications and PR Officer

0729103724

haasbroekm@swartland.org.za



Church Street, Malmesbury, 7299 Tel (022) 487 9400 www.swartland.org.co.za @SwartlandMunicipality

Swartland forward-thinking 2040 – where people can live their dreams!



