

**KEYNOTE ADDRESS BY CLLR P.H. TSEBE ON BEHALF  
OF THE EXECUTIVE MAYOR DURING THE SEDA  
ENTREPRENEUR DAY HELD ON 21 SEPTEMBER 2010  
AT ABOO TAYOB HALL IN MOGALAKWENA LOCAL  
MUNICIPALITY AT 10:00**

**Programme Director,**

**Mayor of Mogakakwena Local Municipality Cde Bob Mmola,**

**Seda Limpopo Provincial Manager,**

**Seda Waterberg District Manager,**

**Senior Officials from Seda,**

**Officials from government and municipalities,**

**Councillors,**

**SMMEs present,**

**Exhibitors,**

**Members of the Co-operatives Movement,**

**Distinguished Guests,**

**Ladies and Gentlemen.**

**Thobela, Good Morning, Slochile!!!!**

It is a great honour for me to be given this opportunity to address you during this august event. We are meeting here today during Tourism and Heritage month and three days before the Heritage Day. We are very grateful that this year`s Provincial Heritage Day celebrations will officially take place within our District at Lephalale Local Municipality on 24<sup>th</sup> September.

Programme Director, the development and the support for SMMEs has been proven world-wide to be the ideal mechanism to grow the economy and empower communities. South Africa as a developing country is faced with the challenge of economic empowerment of our people especially the historically disadvantaged communities. Economic Development is one of key priorities of the government strategic agenda. Local Economic Development is one of the key performance areas in all our municipalities as a way of creating a conducive environment for job creation, business development and poverty alleviation.

Programme Director, Waterberg District consists of three key economic sectors and they are mining, tourism and agriculture. The mining developments here in Mogalakwena, Lephalale and Thabazimbi have created a window of opportunity for our people to be economically empowered through job creation and business development. Tourism makes the Waterberg a destination of choice for tourists and investors. Billions of rand have been channelled in Lephalale because of the development of the fourth largest power station in the world, Medupi Power Station. Lephalale has become the national and international focal point for investment and development. In agriculture the District is doing fairly better through the establishment of cooperatives, but there is still the need to do more to empower our communities.

Programme Director, are we as leaders, development practitioners and business people of Waterberg doing more to economically empower our communities? Are we doing more to make sure that our SMMEs get the opportunity to do business with the mining and tourism industries in the District? What should be done to make sure that our SMMEs get that opportunity to be part of the mainstream economy in the country? What should be done to make sure that SMMEs remain sustainable? These are some of the questions that we need to reflect upon in our endeavour to empower our communities.

Ladies and gentlemen, there are also some of the challenges that must be dealt with for SMME development. The slow process of finalising land claims, especially in tourism and agriculture retard the progress for SMME promotion and development. The lack of skills in business management is also a case in point. The Waterberg District Skills Development Strategy has identified the lack of skills as the main hindrance for our communities to actively participate in the developments that are taking place in the District. It is through education that we will be able to achieve the second phase of our National Democratic Revolution (NDR), which is economic empowerment of the majority of our people.

Programme Director, I am not here to make a political speech, but to outline some of the challenges that we are confronted with as a country. There is a need for a different growth path if the economy is to grow and poverty beaten. The Deputy President of the Republic of South Africa Cde Kgalema Motlthe said, "Government is working towards finalising a new growth path aimed at providing a policy framework for a labour intensive growth strategy. The new growth path is expected to identify the policy tools available to support employment growth and enterprise development across the economy". We hope that the National General Council (NGC) of the ruling party, the African National Congress (ANC) presently being held in Durban will beef up the policy tools to support our SMMEs.

Programme Director, let me take this opportunity to appreciate the strategic partnership we enjoy with SEDA in the District. We really applaud the good work that SEDA and other development agencies are doing to empower our SMMEs. We have been informed that to date SEDA has supported about Five Thousand, five hundred (5.500) SMMEs since relocating in the District.

In conclusion, I wish you fruitful discussions in your deliberations during these two days and to chart the way forward in empowering our entrepreneurs so that their businesses remain sustainable and expand to greater heights. And together we can do more to create jobs and wealth for a better life for all our people.

**I THANK YOU.**