

June 19, 2018

**PRESS RELEASE: CONSTRUCTION PITCHING BOOSTER CAMPAIGN LAUNCH
FOR IMMEDIATE RELEASE**

HOME EXTRME MAKE OVER – KWA THEMA, EKURHULENI: Youth Owned Construction Manufacturers from Gauteng townships will display their Innovation, Passion and Agility in a One Day House Renovation!

Johannesburg – On 20 June 2018, the MEC for Economic Development, Environment, Agriculture and Rural Development, MPL Lebogang Maile will officially open the three (3) day Construction Pitching Booster programme spearheaded by The Gauteng Enterprise Propeller (GEP). The opening event will be held on 20 June 2018 at **the** Kopanong Hotel & Conference Centre in Benoni from 09h00 – 11h00. The programme will continue with both Private and Public Sector representatives outlining the opportunities in the sector, followed by a bootcamp that will train entrepreneurs on the business canvas model. The second day of the programme will entail a full makeover of a house in Kwa-Thema which will be handed over to the owners by MEC Maile and the Ekurhuleni speaker at 18h30. Day three will focus on the pitches from the shortlisted entrepreneurs, where 20 stand a chance of walking away with a share of the R1, 500, 000 prizes monies.

The MEC will share highlights of the pitching booster campaign since its inception, linkages between the campaign and the Township Economic Revitalization strategy (TER), as well as the fundamental role this campaign play in respect of the National Development Plan (NDP) 2030.

The province has identified and assigned GEP to implement projects in the Furniture, Clothing, Textile as well as Construction sectors given their potential as *low hanging fruits* for job creation. A total of 100 SMME's and Cooperatives have been invited from across the five Gauteng Regions on the 20th until 22nd of June 2018 to take part in the programme where they will be given training on business skills development, mentoring, practical technical business skills and access to markets.

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Together, Moving Gauteng City Region Forward

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