

**NATIONAL ASSEMBLY**

**QUESTION FOR WRITTEN REPLY**

**DUE TO PARLIAMENT: FRIDAY, 24 FEBRUARY 2023**

**“118. Inkosi B N Luthuli (IFP) to ask the Minister of Small Business Development:**

**With reference to her department’s SheTradesZA platform which aims to connect at least 50 000 women-owned businesses to markets by 2023, what (a) progress has been made with regard to this departmental goal, (b) markets have such businesses been integrated into and (c) strategies were implemented to ensure that such businesses are integrated seamlessly into mainstream business platforms?” NW122E**

**REPLY: I have been advised by the department as follows:**

“With reference to her department’s SheTradesZA platform which aims to connect at least 50 000 women-owned businesses to markets by 2023”. The plan was to connect at least 50 000 women owned businesses to markets by 2023, however this figure was amended to 10 000 in the Department’s Strategic Plan to ensure that sufficient resources are allocated to getting these women owned businesses export ready within the time period allocated.

1. As of 31 January 2023, there are 2999 South African users on <http://SheTrades.com>. For 2022/2023, the Small Enterprise Development Agency (Seda) reported that 2236 clients have already participated in ecosystem advocacy, awareness and capacity building events focused on women-owned businesses and ecosystem stakeholders to encourage registration, as well as participation on the international platform.
2. Since the easing of travel restrictions in 2021, SheTradesZA delegations comprising of clients from various sectors participated in trade shows and missions, with a focus on Africa. In November 2021, the first eight (8) women clients participated in Intra-African Trade Fair (IATF).

Qualifying SheTradesZA Hub women clients have also participated in markets where beneficiaries are integrated into, and they participate in B2B fairs and exhibitions. The following are the details:

* Pan African Women’s Economic Summit Zanzibar: 06 – 08 March 2022 (20 women clients).
* Kenyan Food Event 2022, Nairobi: 23 – 25 March 2022 (18 women clients).
* SARCDA, Gallagher Estate: (20 women clients).
* Ghana Food Event: 23 – 25 March (11 women clients).
* FACIM, Mozambique: 29 August – 04 September 2022 (9 women clients).
* Mission to Mauritius, 17-23 October 2022 (20 women clients).

1. SheTradesZA Hub leverages the Seda Export Development Programme, hereby ensuring seamless integration into mainstream business platforms. This alignment ensures the work of the Hub is not isolated and integrates with relevant offerings sourced both internally and external to the Hub.

The 2023/2024 implementation approach aims to focus on the post-event mentorship as many women require bespoke assistance to follow through with deals due to complexities arising from logistical and tariff costs.

**STELLA NDABENI-ABRAHAMS**

**MINISTER: DEPARTMENT OF SMALL BUSINESS DEVELOPMENT**