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## PRESS RELEASE

### POTCHEFSTROOM'S BUSINESS REVITALIZATION PROJECT AND INFORMATION SESSION

Research conducted by the Potchefstroom City Council in conjunction with various local service providers clearly shows that there is a need for the Directorate: Local Economic Development to host awareness campaigns on the business opportunities that can contribute highly to economic growth in the area.

The Directorate of Local Economic Development of the Potchefstroom City Council has therefore planned an information session for all formal businesses in the Potchefstroom area. Presentations will be made by a number of key role players regarding incentive schemes and financial assistance available to business. These key role players include:

- The Department of Trade and Industry (DTI)
- Invest North West
- North West Manufacturing Advice Centre
- Industrial Development Corporation
- The Department of Labour (Discussion on Skills Development)
- The Department of Health and Environmental Affairs (Discussion on Environmental Impact)

The objectives of this session are to:

- ❖ Capacitate the business sector on the different Incentive Schemes available from government.
- ❖ Inform the business sector about financial assistance available from parastatals e.g. IDC
- ❖ Establish effective communication between City Council, Service Providers and the business sector.
- ❖ To develop local economy by empowering local business through information sessions

The Information Session is free of charge. All formal businesses in the Potchefstroom area as well as members of the media are invited to attend. It will be held in the New Council Chamber in Wolmarans Street, Potchefstroom on 11 June 2003 from 14:00 to 17:00. Businesses are asked to confirm their attendance with the Directorate LED before 9 June 2003 by contacting Ms Magda Cilliers on 018– 299 5132.



Further information about Potchefstroom's Business Revitalization Project or the Information Session can be obtained from the project manager, Ms Pinky Megalanyane, who is also the Director of the Local Economic Development section of the Potchefstroom City Council. Her contact details are as follows:

Miss G G Megalanyane

PO Box 133

**POTCHEFSTROOM**

**2520**

Tel (018) 299 5130

Fax (018) 299 5133

Cell 082 853 9372

[pinkym@potch.co.za](mailto:pinkym@potch.co.za)

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**Press release sent out by:**

Ms Belinda Horak

Potchefstroom City Council

018 – 299 5012

**On behalf of:**

Ms Pinky Megalanyane

Potchefstroom City Council

018 – 299 5130