



LIMPOPO

PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

DEPARTMENT OF ECONOMIC DEVELOPMENT, ENVIRONMENT & TOURISM

MEDIA ALERT

Thursday: 14 July 2022

COCA COLA BEVERAGES SOUTH AFRICA IN PARTNERSHIP WITH LEDET HANDS OVER MOBILE KITCHENS TO YOUNG ENTREPRENEURS

Coca-Cola Beverages South Africa (CCBSA) in collaboration with the Limpopo Department of Economic Development, Environment and Tourism (LEDET) has during the past week launched an entrepreneurship competition targeted at young people. This collaboration comes in the wake of the release of unemployment numbers for the first quarter of 2022. Unemployment is at an all-time high with youth unemployment rate requiring attention.

While the country is slowly emerging and recovering from the devastating effects of the Covid-19 pandemic, the number of unemployed people across both formal and informal sectors remains a concern for both the public and private sector.

“This is an unsustainable situation and the CCBSA, believe in using their industry leadership to be part of the solution to achieve positive change in the country and build a legacy that we can be proud of, hence the strong emphasis on economic inclusion, particularly of young people through Bizniz in a Box (BiB) initiative. There is no single entity that can manage this challenge on its own and we are proud to collaborate with the provincial government to co-create sustainable solutions that will empower young people, says Velaphi Ratshefola, CCBSA’s Managing Director.

Ratshefola said the decision to partner with the Limpopo government, was a natural progression towards working jointly to alleviate youth unemployment. “Through our collaboration to empower small, micro, and medium enterprises (SMMEs) by setting them up in businesses and to support them in the form of resources to ensure they grow their businesses, to create livelihoods for themselves and other young people. This can change the quality of their lives”, added Ratshefola.

MEC Thabo Mokone has reiterated that such initiatives from the private sector are key in the realisation of the provincial economic recovery initiatives. Mokone further mentioned that rebuilding a sustainable and an all inclusive economy will be highly reliant on prioritizing our youth.

In 2021, the Bizniz in a Box initiative supported 20 entrepreneurs in Polokwane and the plan is to invest in a further 45 businesses in 2022 in the townships of Thohoyandou, Lebowakgomo, Mokopane, Modimole and Mookoopong.

Both LEDET and CCBSA believe that it is important to be deliberate about listening and responding to our communities. Bizniz in a Box is by no means a handout but rather, a holistic support that will enable them to build their businesses and move them to the next level of entrepreneurship,” says Nozicelo Ngcobo, Public Affairs, Communication and Sustainability Director at Coca-Cola Beverages South Africa.

CCBSA in partnership with LEDET, has launched a competition encouraging young listeners, who meet the criteria, to engage in a recorded 90-second business pitch in order to stand a chance to win one of two (2) mobile kitchens valued at R70 000 each.

Mobile Kitchens Hand-over to take place as follows:

Date: 15 July 2022

Venue: 3 Marmer Street (Magna Via), Industrial, Annadale, Polokwane, Capricorn District

Time: 10h00 – 11h00

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