

MEDIA RELEASE
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TO ALL MEDIA

LIMPOPO'S EXHIBITORS BUDDING AT THE 2025 INTRA-AFRICA TRADE FORUM IN ALGERIA

Fourteen (14) among some of Limpopo's most dynamic and promising SMMEs are flying the provincial flag high at the Intra-African Trade Fair (IATF) 2025 in Algiers, Algeria, showcasing a diverse mix of innovation, future solutions and cultural creativity.

The exhibitors were picked from many who applied for the Limpopo Economic Development Agency (LEDA) market access programme designed to promote trade, unlock new markets and grow Limpopo's export footprint across the African continent.

The initiative is also a practical demonstration of Premier Dr Phophi Ramathuba's call for the growth of SMMEs as one of the most powerful solutions to reducing poverty and unemployment in the province.

The range of exhibitors is as diverse as Limpopo itself – from toilet paper producers, film makers and organic salt innovators, to fashion designers whose work already graces the shoulders of delegates.

Many of these SMMEs employ between two and three staff members, while the largest employs around 30 people, highlighting their potential to scale and create jobs with the right partnerships and contracts.

For exhibitors, the opportunity is life-changing. Fashion designer Machaya Selepe of Royal Wardrobe shared her excitement: "This is a once-in-a-lifetime opportunity that will have unimaginable impact on my company, my family and Limpopo. With some of the potential deals we are pursuing, my company's growth and the employment of more staff is guaranteed."

Film and documentary makers also see the event as a turning point. Film and documentary producer Fortunate Mamoepa from FM Productions says: "We believe that our film and documentary-making opportunities have huge potential because of Limpopo's amazing climate and rich biodiversity. I am confident that we will clinch life-changing co-production deals with other African counterparts based on our nature and tourism offering alone."

During her official visit to the Limpopo exhibition stand, Premier Dr Ramathuba encouraged the entrepreneurs to seize every networking opportunity presented at IATF 2025, emphasising that their presence here is about more than business – it is about representing Limpopo's innovation, talent and resilience on a continental stage.

"We are indebted to the partnership from the Department of Trade, Industry and Competition (dtic) and the Small Enterprises Development and Finance Agency (SEDFA) who made it possible for us to bring these entrepreneurs. We believe that with these

exposures that we have given them their enterprises would find a launch pad for future sustainability,” said Premier Dr Ramathuba.

The participation of these exhibitors is also a clear signal that inclusive growth is at the centre of Limpopo’s trade and investment outlook. From sustainable production practices to biodiversity-driven film opportunities, these businesses are positioning themselves as future leaders in Africa’s interconnected economy.

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