



## **MEDIA ADVISORY**

**DATE: 8 OCTOBER 2010**

**TO: ALL JOURNALISTS AND NEWS EDITORS**

**RE: MINISTER DAVIES AND AMBASSADOR BRIET TO ADDRESS CLOSING OF THE SECTOR-WIDE ENTERPRISE EMPLOYMENT EQUITY PROGRAMME (SWEEEP)**

Members of the media are invited to the closing function of the European Union-funded Sector-wide Enterprise, Employment and Equity Programme Fund (SWEEEP) that will be addressed by the Minister of Trade and Industry, Dr Rob Davies, and the head of the European Union Delegation to South Africa, Lodewijk Briët:

**Date** : 11 October 2010  
**Venue** : **the dti** Campus, Sunnyside, Pretoria  
**Time** : 15H00

The programme was established in April 2003 to support the implementation of South Africa's overall macroeconomic reform strategic objectives, particularly the Integrated Manufacturing Strategy (IMS) and strategies for Small Micro, Medium Enterprises (SMME) development and Black Economic Empowerment (BEE).

To RSVP, please contact Kgothatso Chuene on 072 571 9885 or [KChuenethedti.gov.za](mailto:KChuenethedti.gov.za).

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