



**competition commission**  
south africa

**Media Advisory**

**For Immediate Release**

**16 November 2023**

**COMMISSION TO HOST 2<sup>ND</sup> YOUTH IN BUSINESS EXHIBITION**

Four years ago, aspiring farmer Keatlegile Mnguni sold a modest 10 bunches of her inaugural spinach crop to a street vendor in Bronkhorstspuit, Gauteng. Initially tasked with fulfilling a 40-bunch order, Mnguni found herself standing by the roadside, selling the remaining bunches from the back of a bakkie.

Fast forward to today, the 28-year-old entrepreneur now sells an impressive 450 bunches of spinach weekly at two of South Africa's largest fresh produce markets in Johannesburg and Tshwane, along with other medium-sized markets. Her business has diversified to encompass agro-processing, cultivation of vegetables such as kale, onions, peppers, and chilies, beekeeping, and the establishment of an agricultural clothing label.

The visionary behind AgriNouri, a food and agro-processing business, Mnguni credits the success of her entrepreneurial dream to the unwavering support of her family and government institutions that provided crucial training and funding. Through two government entities, she completed a course in beef production and secured funding to test her agro-processed products for nutritional information.

Assisting youth-led businesses like that of Mnguni in overcoming regulatory barriers to access information for their entrepreneurial ventures, is one of the reasons why the Competition Commission (Commission) will host the second Youth in Business Exhibition on Friday, 17 November 2023. Building on the success of the 2022 exhibition, this year's event aims to promote the meaningful entry and participation of Historically Disadvantaged Individuals (HDIs), with a strong focus on young entrepreneurs and SMEs in the economy.

The exhibition brings together entities like the South African Revenue Services, the Small Enterprise Finance Agency, and many others to share information and provide services such as business skills development, mentorship, and funding applications. Other exhibitors include the Department of Trade, Industry and Competition, the South African Youth Chamber of Business, the South African Bureau of Standards, and the Companies and Intellectual Property Commission.

The Commission invites the media, young entrepreneurs, and the public for an exhibition at:

**Date:** 17 November 2023

**Venue:** Dtic Campus, 77 Meintjies Street, Sunnyside, Pretoria.

**Time:** 10:00 to 15:00

**[ENDS]**

**Issued by:**

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