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Economic Development, Environment,  
Conservation and Tourism  
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REPUBLIC OF SOUTH AFRICA



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### **Premier Mkgosi launches North West growth hub at OR Tambo to boost digital visibility and unlock economic opportunities for SMMEs.**

North West Premier, Mr. Lazarus Kagiso Mkgosi, accompanied by MEC Bitsa Lenkopane for Economic Development and Executive Mayor of Rustenburg, Cllr. Sheila Mabale Huma, launched the North West Growth Hub on 31<sup>st</sup> July 2025 at OR Tambo International Airport.

The Growth Hub, based at Shop No. 17 at OR Tambo International Airport, is a game-changer for local Medium, Small, and Micro Enterprises (MSMEs), providing enhanced visibility in competitive markets, support in accessing digital platforms, and opportunities to collaborate across industries. With a strong focus on showcasing our rich biodiversity, cultural heritage, and entrepreneurial spirit, the Growth Hub will unlock fresh economic pathways across agriculture, conservation, manufacturing, and hospitality.

This strategic milestone is set to significantly enhance the province's digital marketing and branding capacity, positioning the North West as a compelling destination for tourism, trade, and investment. The North West Growth Hub aims to amplify visibility for the province's diverse Medium, Small, and Micro Enterprises (MSMEs), promote its rich biodiversity, and unlock growing economic opportunities.

"Through this Growth Hub, we aim to amplify the visibility of the province to this lucrative market by exposing it to our rich biodiversity, and unlock growing economic opportunities across various sectors," said Premier Mkgosi.

Premier Mkgosi added that the Growth Hub programme also aligns with the objectives of the Provincial Growth and Development Strategy, which will be launched in due course.

"However, at the centre of this initiative is to build a digitally enabled, competitive, and inclusive economy which can help the province address the challenges of unemployment, poverty and inequalities in our communities," maintained Premier Mkgosi.

The Growth Hub is a flagship initiative of the Department of Economic Development, Environment, Conservation and Tourism (DEDECT), aligning with the department's digital transformation priorities as pronounced by MEC Bitsa Lenkopane during the 2025 Budget Vote. It is a core pillar in the province's broader strategy to build a digitally enabled, competitive, and inclusive economy.

Once fully equipped with modern digital infrastructure, the hub will serve as a sustainable platform for marketing the North West as a premier tourism destination, while also accelerating the development of township economies and promoting localisation.

**Ends.**

**Issued by the Department of Economic Development,  
Environment, Conservation and Tourism**

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