



**MEDIA RELEASE**

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**AB4IR IN COLLOBARATION WITH SEDA TO HOST ITS FIRST WEBINAR ON GAMING AND ANIMATION**

Tshwane, 22 May 2020 – **AB4IR**– the Digital Innovation Hub located in *Odi TVET Campus in Mabopane* sponsored by the *Small Enterprise Development Agency (Seda)* will host the first of its kind webinar to introduce the opportunities in the *gaming and animation sector* later today at 15:00-16:00 pm.

Despite Africa being one of the fastest growing technology markets in the world, entrepreneur’s participation in the gaming and animation technology sector remains considerably low. AB4IR is a non-profit company aimed at bridging the digital divide to empower communities through technology, innovation and incubation. The digital innovation hub is set up to empower the youth in and around Mabopane, Hebron, Klipgat, Soshanguve and Garankuwa. The youth will be introduced to new trends and technologies, advised on how to incubate their ideas to enable them to access the market and commercialise their innovations.

The facility will provide services such as co-working space, maker space, business incubation and, encouraging participation of female entrepreneurs in the ICT sector through their Umbokoda programme. The digital Innovation Hub’s focus is on gaming, animation and virtual reality sector. They offer training and workshops, business development, mentorship, networking and collaborative opportunities for entrepreneurs and we are expecting that the facility will be up and running by July 2020.

“We are very excited with this project, the new facility will be a clear illustration of the Gauteng digital transformation, this is an unprecedented and collaborative platform to accelerate with our partners the development and state of innovation in the ICT sector. We cannot wait to incubate entrepreneurs” said Ms Kelebogile Molopyane; CEO, AB4IR

Ends

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Visit:



[www.ab4ir.org](http://www.ab4ir.org)

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### **About SEDA**

The Small Enterprise Development Agency (SEDA) is an agency of the Department of Small Business Development. Seda was established in December 2004 through the National Small Business Amendment Act, Act 29 of 2004. It is mandated to implement government's small business strategy design and implement a standard and common national delivery network for small enterprise development; and integrate government-funded small enterprise support agencies across all tiers of government., for more information [www.seda.org.za](http://www.seda.org.za)