

*Media Advisory*

**U.S. Consulate Cape Town**

**13 August, 2019**

**FOR IMMEDIATE RELEASE**



### **U.S. Government launches program to boost entrepreneurship in the Southern Cape**

The U.S. Consulate General Cape Town is partnering with the Knysna Municipality to launch a professional skills program that aims to support entrepreneurs and job seekers across the Southern Cape. The event will showcase products produced by local artist who have taken part in the program and includes a keynote address by U.S. speaker and international business strategist, Tamiko Cuellar.

The program forms part of the Pop Up American Corner initiative which is modeled after the American Corner in Cape Town, a physical space where Americans, South Africans, and other global citizens can connect to exchange ideas, learn 21<sup>st</sup> Century skills, create and innovate together. The “Pop Up” American Corner allows for the innovative programming that happens in Cape Town to be replicated in cities across the Cape region, including Kimberley, East London, George, and Knysna, on a quarterly basis.

The U.S. Consulate General’s Pop Up American Corner initiative is just one aspect of its broader commitment to the Western Cape. Today, the U.S. is the Western Cape’s top foreign direct investor and directly contributes to almost 100 foreign direct investment projects worth \$2.3 billion (R34.24bn). This U.S. investment has created more than 8 000 jobs in the province. In the past six years alone, Western Cape exports to the U.S. have doubled, reaching more than \$688 million of goods to the U.S. in 2018.

The launch and product showcase takes place at **5:30pm on Thursday, 22 August 2019 in the Old Gaol, 7 Main Street, Knysna.**

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