



MINISTRY
COMMUNICATIONS AND DIGITAL TECHNOLOGIES
REPUBLIC OF SOUTH AFRICA

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MEDIA ADVISORY

To : All Media

Date : 25 September 2025

G20 MICRO SMALL AND MEDIUM ENTERPRISES DIGITAL INNOVATION CHALLENGE

The G20 Digital Economy Working Group (DEWG), Artificial Intelligence Task Force and the Ministerial Meetings are taking place until in Cape Town International Convention Centre (CTICC) 01 October 2025.

On the sideline of these meetings, DCDT will host the Micro, Small and Medium Enterprises (MSME) Digital Innovation Challenge, as part of the G20 Digital Innovation Alliance (G20-DIA) from the G20 member countries and guest countries as part of encouraging the development of technologies that will improve agricultural productivity, enhance healthcare access, or transform educational delivery while creating both social impact and business value.

The objective of the G20 Digital Innovation Alliance (G20-DIA) is to identify, recognise, and enable the adoption of innovative and impactful digital technologies developed by startups from G20 countries as well as the invited guest countries, which can address the needs of humanity in the six critically important sectors of Digital Platforms and artificial intelligence (AI) Tools, Fin-tech, Secured Digital Infrastructure, Circular Economy, Innovations for Connectivity and Innovations for Development (Agri-tech, Health-tech, Ed-tech).



This will be a multi-day programme where top nominated startups from each of the theme areas from all the G20 countries and the guest countries will showcase their solutions to the global community of investors, mentors, corporates, and other government stakeholders.

Members of the media are invited as follows:

Date: 25 - 29 September 2025

Time: 09h00-17h00 daily

Venue: Cape Town International Convention Centre (CTICC1) Hall 2

NB: All sessions are open to the media

...ENDS...

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