

NEWSLETTER



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Empowering MSMEs to take the first step towards success

At Gibela Business Incubator (GBI) we believe every great business starts with a single step. Our incubator supports MSMEs with strategic guidance, capacity-building programs and practical resources that turn ideas into impactful enterprises. Together, we cultivate growth, resilience and lasting success.

Executive Summary



Ms Justine Mogashoa

Chief Executive Officer

Dear stakeholders, ecosystem partners and entrepreneurs

I am pleased to welcome you to the Quarter 3 edition of the Gibela Business Incubator Newsletter. This edition provides an opportunity to reflect on the progress achieved during the reporting period as we continue to advance our mandate of empowering MSMEs, strengthening the entrepreneurial ecosystem, and supporting the development of sustainable, resilient, and innovation-driven enterprises. I extend my sincere appreciation to our stakeholders, partners, and entrepreneurs for your continued engagement, collaboration, and confidence in the work of the incubator.

Quarter 3 was characterised by focused programme implementation and purposeful engagement with our incubatees. This edition highlights key activities undertaken during the quarter, including structured capacity-building workshops, targeted training interventions, mentorship support, and facilitated access to business development and innovation opportunities. These interventions were designed to enhance enterprise capability, improve operational readiness, and position MSMEs for growth and sustainability. The progress demonstrated by our incubatees during this period reflects their commitment, resilience, and willingness to actively engage in their development journey.

The quarter also underscored the importance of strategic partnerships and ecosystem collaboration. Through continued engagement with public and private sector stakeholders, the incubator strengthened linkages that support MSME development, innovation, and market access.

These partnerships remain critical in enabling inclusive economic participation and in ensuring that township-based enterprises are integrated into broader value chains.

A notable highlight of the quarter was the Chief Executive Officer's participation in the G20 Business 20 (B20) Summit under the 2025 South African Presidency. This high-level engagement provided valuable insights into emerging global and national policy directions relating to MSME development, innovation, industrialisation, and inclusive economic growth. The knowledge and networks gained through this platform will inform the incubator's strategic positioning and programme design going forward.

This edition also features the success story of Booi Industries, one of our incubatees, whose journey illustrates the impact of structured incubation support, innovation, and entrepreneurial perseverance. In addition, testimonials from participating MSMEs provide meaningful insight into the value of incubation and reinforce the the relevance and impact of our interventions.insight into the value of incubation and reinforce the relevance and impact of our interventions.

As we continue to strengthen and refine our programmes, Gibela Business Incubator remains committed to delivering high-quality enterprise support, deepening strategic partnerships, and unlocking opportunities that enable entrepreneurs to grow, adapt, and remain competitive in a challenging economic environment. The achievements highlighted in this newsletter are the result of collective effort from our stakeholders and partners to the dedicated incubator team and, most importantly, the MSMEs we serve.

Thank you for your continued support and collaboration. We look forward to building on this momentum as we continue driving inclusive economic growth, enterprise development, and innovation.

Ms Justine Mogashoa

Chief Executive Officer

Gibela Business Incubator



Innovative Trainings

Building Stronger Businesses: NYDA Concludes Training with Prestigious Certificate Ceremony

The Business Management Training, delivered through the NYDA's Entrepreneurial Skills Development Programme, was held from 17–21 November 2025 and brought together MSMEs who are committed to strengthening their business knowledge and operational capacity. This flagship programme is specifically designed to equip young entrepreneurs with the essential skills, values, and attitudes required to run sustainable and competitive enterprises in today's evolving business landscape.

Over the five-day training, participants took part in a series of engaging, practical, and interactive sessions that touched on the core pillars of successful entrepreneurship.

The programme covered:

- Business planning and business model development, enabling participants to refine their concepts and structure their enterprises more effectively.
- Financial management, including budgeting, costing, financial record-keeping, and understanding cash flow for improved financial decision-making.
- Marketing strategies, focusing on identifying target markets, understanding customer needs, and crafting compelling value propositions.
- Customer relations and service excellence, emphasising how strong customer engagement contributes to business growth and loyalty.
- Decision-making and problem solving techniques, equipping entrepreneurs with tools to navigate challenges and make informed choices.

Beyond technical content, the training placed strong emphasis on nurturing an entrepreneurial mindset, encouraging participant to think creatively, proactively identify opportunities, and build resilience in the face of business challenges. The programme also integrated leadership development, collaboration exercises, and real-world case studies to reinforce learning.

The NYDA Business Management Training not only strengthened the participants' operational readiness but also contributed to building a more confident, knowledgeable, and opportunity-driven cohort of young entrepreneurs. By the end of the programme, MSMEs walked away better prepared to manage their ventures, engage markets strategically, and position themselves for long-term growth and sustainability. To recognise their commitment and successful completion of the programme, all participating MSMEs were awarded certificates of completion on 28 November 2025. This milestone not only celebrated their achievements but also reaffirmed their readiness to apply the skills gained to strengthen and expand their businesses.



From left to right: A dynamic group of young entrepreneurs committed to building sustainable and competitive businesses, and Mr Phuti Mojela from NYDA Programme



EMPOWERING INNOVATION THROUGH DESIGN THINKING

GBI is implementing the Regional Innovation Support Programme (RISP), an initiative of the Department of Science and Innovation (DSI), hosted by the Technology Localisation Implementation Unit (TLIU). The programme commenced in 2022. The project name of this programme is “Ekurhuleni Regional Innovation Networking Platform”.

A three-day Design Thinking Training was hosted from 28–30 October 2025, bringing together MSMEs and emerging innovators from across the region. The programme formed part of ERINP’s ongoing commitment to strengthening innovation capacity and fostering a culture of creativity within the local entrepreneurship ecosystem.



The training provided participants with an immersive learning experience rooted in human-centred design, a global best-practice methodology used to develop innovative, practical, and market-ready solutions. Throughout the three days, MSMEs engaged in interactive exercises, group-based challenges, and real-world case studies that helped deepen their understanding of user behaviour, customer needs, and problem-framing techniques.

Key elements of the workshop included:

- Understanding the design thinking process—empathise, define, ideate, prototype, and test
- Creative ideation techniques to spark fresh thinking
- Collaborative problem-solving activities that encouraged teamwork and co-creation
- Rapid prototyping sessions designed to convert ideas into tangible concepts
- Feedback and iteration cycles to refine solutions based on user insights

AUTOCAD TRAINING: STRENGTHEN DIGITAL DESIGN AND DRAFTING SKILLS

Following the success of the Design Thinking programme, a second training session was hosted from the 17–19 November 2025, this time focusing on AutoCAD, one of the most widely used computer-aided design (CAD) tools in engineering, architecture, and product development.

The workshop brought together innovators, each eager to enhance their digital design capabilities and gain practical exposure to modern design technologies. The training was structured to introduce participants to essential AutoCAD functionalities, equipping them with the skills needed to create precise 2D drawings, detailed 3D models, and professionally drafted design layouts.

Throughout the three-day session, participants engaged in hands-on tutorials and guided exercises that covered:

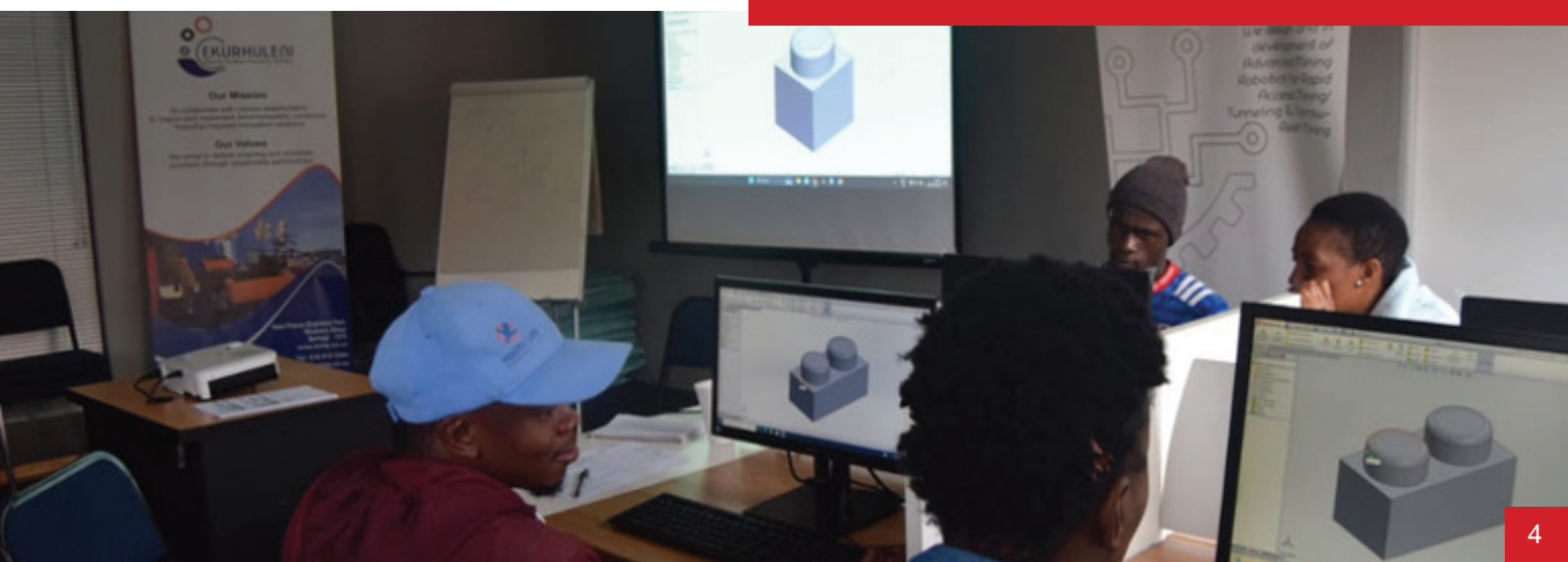
- **Foundational AutoCAD interface navigation**
- **Basic and advanced drawing commands**
- **Layering techniques for improved workflow management.**
- **Dimensioning, annotations, and technical detailing**
- **3D modeling basics, including shapes, surfaces, and rendering.**
- **Exporting and preparing design files for manufacturing and prototyping.**



The training aimed to strengthen innovators' capacity to translate ideas into accurate digital concepts, ultimately enhancing how they design, test, and refine their innovations. By mastering key CAD tools, participants are now better positioned to:

- **Improve prototype accuracy and functionality.**
- **Streamline production and manufacturing processes.**
- **Communication designs more effectively with engineers, fabricator, and stakeholders.**
- **Elevate the quality and professionalism of their innovation outputs.**

Beyond technical learning, the workshop also created a collaborative environment where innovators could share challenges, exchange ideas, and build connections that support future product development opportunities.



Outreach events



MSMEs receiving guidance and support during a dedicated ICT development session

As part of GBI's ongoing support for MSMEs in the Information and Communication Technology (ICT) sector, an incubation Readiness Assessment Workshop was held on the 23rd of October 2025 in Benoni. The session brought together potential incubatees, aiming to assess their operational maturity and strategic positioning using the Small Business Assessment Tool (SBAT). This diagnostic tool evaluates key business dimensions, including governance, financial health, market readiness and innovation capacity. The GBI team is currently in the process of finalising the SBAT assessments.

Throughout the session, participants engaged in guided assessments, reflective exercises, and discussions aimed at unpacking their current business landscape.

They were able to identify strengths, highlight critical areas for improvement, and gain a clearer understanding of what is required to thrive in a competitive ICT ecosystem.

The workshop not only enhanced participants' self-awareness regarding their business operations but also provided an opportunity for early alignment with incubation expectations. By the end of the programme, many MSMEs expressed that the session helped them recognise the practical steps needed to elevate their enterprises, streamline their processes, and increase their potential for growth and investor readiness.

GBI and SEDFA Hosted outreach session connecting MSMEs to support programmes and resources.

GBI in partnership with SEDFA, City of Ekurhuleni and Gauteng department of economic development hosted a successful Outreach Event on the 6th of November 2025 at Duduza Church Hall, bringing together MSMEs from the surrounding communities. The gathering served as an important engagement platform aimed at increasing awareness of available entrepreneurial support services and encouraging local small businesses to take advantage of developmental opportunities designed to enhance their growth and sustainability. The session began with an in-depth presentation by the GBI team, outlining the full scope of programmes offered to MSMEs across various sectors. Entrepreneurs were introduced to the incubator's core mandate, priority development areas, and the structured support available through training, mentorship and market linkage initiatives. The presentation also emphasised the importance of enterprise development in fostering job creation and contributing to local economic transformation.

A key component of the event was the acknowledgement of the stakeholders and partners whose contributions made the event possible. Their involvement demonstrated the collaborative ecosystem that underpins GBI's ability to deliver impactful interventions. By showcasing these partnerships, the event reinforced how collective efforts—across public and community-based entities—play an essential role in uplifting MSMEs and ensuring that support is both accessible and effective.

The Outreach Event concluded with a vibrant, interactive discussion session where entrepreneurs were encouraged to raise questions, share experiences, and articulate the challenges they encounter in running their businesses. This open dialogue enabled all involved parties to provide direct guidance, clarify programme entry requirements, and offer insights into the type of assistance MSMEs can expect throughout their incubation journey.



Global Recognition: GBI CEO Invited to the G20 B20 Summit 2025

A key highlight of Quarter 3 was the Chief Executive Officer's invitation to participate in the G20 Business 20 (B20) Summit, convened under the 2025 South African G20 Presidency. Participation in this high-level global economic forum represents a significant institutional milestone, as attendance is extended to a limited group of business leaders, policymakers, and ecosystem influencers who contribute to shaping global economic and development priorities.

The B20 Summit serves as the official G20 engagement platform for the business community, providing a structured mechanism through which the private sector contributes to policy recommendations presented to G20 leaders. Discussions during the summit focused on critical global themes, including inclusive economic growth, industrialisation, innovation, skills development, and the role of MSMEs in building resilient and sustainable economies.

“Driving enterprise growth through global engagement at the G20 B20 Summit.”

The CEO's participation enabled direct engagement with international stakeholders and thought leaders, while also positioning Gibela Business Incubator within global conversations on entrepreneurship, innovation, and MSME development. Insights gained from the summit contribute to strategic alignment with emerging global and national policy directions that are expected to influence enterprise development, industrial policy, and innovation ecosystems across G20 member states.

Furthermore, the engagement strengthened opportunities for future collaboration, knowledge exchange, and partnerships that support the incubator's mandate. The outcomes of the B20 Summit will inform programme design, stakeholder engagement, and strategic planning, ensuring that Gibela Business incubator remains aligned with global best practices, responsive to emerging economic priorities and well positioned to support the growth, competitiveness and sustainable ability of incubated businesses while strengthening partnerships across the public and private sectors.

National Productivity and The Africa Kaizen Awards

Where Leadership Meets Impact: Advancing Productivity Through Vision and Service

The Gibela Business Incubator (GBI) is proud to report its participation in the National Productivity and African Kaizen Awards, which culminated in the official announcement of winners on 28 October 2025 at the Birchwood Hotel. The awards are a prestigious platform that recognises organisations and institutions that demonstrate excellence in productivity improvement, operational efficiency, and the application of Kaizen principles across various sectors.

GBI's Chief Executive Officer attended the awards ceremony in a significant leadership capacity, having served as a member of the adjudication panel for the 2025 awards. This role involved evaluating submissions from organisations across the country, assessing their productivity improvement initiatives, innovation, sustainability practices, and impact. The CEO's participation on the panel reflects GBI's growing reputation and credibility within the national productivity and enterprise development ecosystem.



“Championing excellence while serving on the adjudication panel at the Africa Kaizen Awards.”

The awards ceremony brought together key stakeholders from government, industry, business support organisations, and the productivity movement across Africa. It provided a valuable platform for knowledge sharing, recognition of best practices, and reinforcement of the importance of continuous improvement as a driver of competitiveness and economic growth.

GBI's involvement in the National Productivity and African Kaizen Awards aligns strongly with its mandate of supporting MSMEs to improve efficiency, innovation, and sustainability. The insights gained through the adjudication process will further strengthen GBI's incubation programmes and its ongoing efforts to embed productivity-led growth among incubated enterprises.



Success Stories

From Innovation to Impact: Booi Industries Powers the Next Generation of Mining Technology

Booi Industries (Pty) Ltd stands as a remarkable example of African innovation, vision, and resilience. Officially established in 2016, the company's journey began long before its registration, during the early research and development of an ambitious idea: Advanced Mining Robotics for Rapid Access Mining and Narrow Reef Operations. This bold innovation would later become the foundation of a company determined to transform Africa's mining and industrial landscape.

The founders of Booi Industries recognized a critical challenge facing Africa's mining sector—the limited availability of locally developed, affordable, and advanced technologies. Tunneling, rapid access mining, and industrial processes were heavily dependent on imported systems that were costly and not designed with African environments in mind.

Driven by this need, the company was created with a clear vision: to build an African engineering enterprise capable of designing robotics, multi-fuel engines, and beneficiation systems tailored to local realities, while contributing to job creation and industrial capability development. This "African innovation for African industries" ethos became the heartbeat of Booi Industries.

Over the years, Booi Industries has grown into a diversified technology company that develops and supplies:

- Advanced mining robotics and narrow-reef mining equipment
- Wankel Supertec multi-fuel engines and power systems
- Beneficiation and ore-processing equipment
- Technology solutions for artisanal and small-scale miners
- CAD training and product development workshops for innovators
- Each solution reflects a commitment to advancing Africa's industrial future through homegrown technology.



The visionary leaders behind Booi Industries, shaping the future of advanced mining solutions

Like many tech start-ups pioneering new ground, Booi Industries faced several obstacles. Accessing early-stage funding for research and development proved difficult, and limitations around industrial facilities and certifications slowed progress. As a new entrant in the high-tech space, gaining trust in the market was another hurdle. The business also needed stronger market exposure and strategic business development support to position itself effectively.

(GBI) stepped in during a crucial phase of the company's growth. Through its structured enterprise support, GBI provided:

- Tailored business development support and mentorship
 - Enterprise training aimed at strengthening organisational capacity
 - Access to networks, partners, and visibility among funders
 - Strategic guidance in refining the business model and scaling roadmap
- This support became instrumental in shaping Booi Industries' trajectory.

Following GBI's intervention, Booi Industries experienced significant improvements in both structure and market readiness. The company strengthened its operational governance, developed a clearer commercial strategy, and gained the confidence to engage high-level investors, government stakeholders, and mining houses.

Market credibility increased substantially, opening doors to global opportunities. Booi Industries successfully secured international engagements in Germany, Russia, Algeria, Ghana, and Malawi, and in 2023 received a major sponsorship from Siemens - a Milestone that validated its capability on the world stage.

Today, Booi Industries is scaling across Africa and beyond. Key engagements include:
SONAREM Group (Algeria) – Mining robotics and cutting systems
Ghana’s Artisanal Small-Scale Mining Reform Programme – Multi-fuel engines and beneficiation solutions
Malawi’s Ministry of Mining – ASM hubs and equipment deployment
European tunneling markets (Germany) – Advanced Mining Robotics development

Over the years, the company has:
Secured national and international partnerships in multiple African countries
Built collaborations across Russia, Germany, Algeria and Ghana
Participated in global mining exhibitions and government delegations, including UAE, Russia, Germany, Morocco and Algeria
Won the Regional Innovation Challenge (RISP) in 2023
Won the 2025 Africa Tech Awards – Start-up of the Year
Received a BRICS Solutions Awards nomination (2024)
Joined the German Federal Ministry for Economic Affairs’ Partnership Programme for international business cooperation



“Recognising innovation—Booi Industries takes home the 2025 Start-up of the Year Award.”



A True African Innovation Champion

Booi Industries continues to redefine what African engineering and innovation can achieve. Its rise from a research-driven concept to an internationally recognised technology company demonstrates the power of vision, resilience, and the right support ecosystem. The company’s success is not only a win for its founders but also a testament to the potential of African MSMEs to shape global industries with solutions rooted in local ingenuity.

Cuko Beauty Essentials: Where Self-Care Becomes a Lifestyle



CUKO BEAUTY
ESSENTIALS



073 743 6876



info@cukobeaity.co.za



www.cukobeaity.co.za



Meet Cuko Beauty Essentials, a proudly South African health and beauty brand rooted in quality and care. The brand specializes in premium skin, lip, and hair care products thoughtfully developed for both men and women.

Cuko's journey has been shaped by continuous learning and growth. Through participation in the NYDA Business Management Training, the founder strengthened her business foundations and sharpened her entrepreneurial skills. This commitment to development paid off when Cuko Beauty Essentials was selected as one of the MSMEs for SEDFA product testing—a milestone that reflects the brand's potential, product quality, and readiness to grow within the competitive beauty industry.



ISIBATM
organics



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Building Partnerships, Expanding Markets: Isiba Organics' Journey

Isiba Organics' participation in the Manufacturing Indaba in July 2025, where the entrepreneur engaged directly with industry stakeholders and potential buyers. These interactions opened doors to the retail market, resulting in the delivery of products to a local pharmacy on the 1st of November 2025. Isiba Organics is steadily expanding its market presence and positioning itself for growth.

Isiba Organics' growth journey gained strong momentum with the support of Gibela business incubator (GBI). Through guidance of the Intellectual Property (IP) attorney and the Non-disclosure agreement (NDA) process, the business was able to confidently share detailed product information with one of the local University, leading to a successful collaboration and the awarding of a five-year contract, confirmed in November 2025.

Vusayakhe Paints: Designed for Durability, Driven by Excellence



061 436 7261



www.vusayakhe.co.za



info@vusayakhe.co.za
vusayakhe.paint@gmail.com

Vusayakhe Paints is a Gauteng-based supplier proudly contributing to South Africa's growing manufacturing landscape. What truly sets the brand apart is its approachable, customer-centric culture, where collaboration, innovation, and integrity guide every aspect of the business. The team is committed to building strong relationships with clients while consistently delivering products that meet the highest quality standards. This dedication to excellence and continuous improvement was further recognized when Vusayakhe Paints was selected for SEDFA product testing—an important milestone that reflects the brand's credibility, growth potential, and readiness to compete in the market.



Heal and Cure Solutions: Where Tradition Meets Holistic Care



071 502 2013



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www.healandcure.co.za

Meet Heal and cure rooted in nature ,guided by tradition and inspired by wellness. GBI created a valuable opportunity for Heal and Cure Solution, a women-owned business, As part of this journey, the business has been selected for SEDFA product testing, marking an important step in strengthening product quality and credibility.

ZANIA S: 100% Organic, 100% You



TAKE GOOD CARE OF YOUR SKIN



063 049 7261



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zantias.co.za



ZANIA S is a proudly South African skincare brand built on a deep commitment to purity, quality, and care. Creating 100% organic and natural products, the brand focuses on nurturing, healing, and protecting the skin while being gentle enough for all skin types. Each product reflects ZANIA S's promise to help customers embrace their natural glow through thoughtfully crafted, organic solutions. In support of this commitment to quality and innovation, the brand has been selected for SEDFA product testing, a key milestone that further validates its standards and readiness for growth.

Branding & Marketing

Branding & Marketing Impact: Building Stronger Business Identities

Another project implementation by GBI is the Chemical Support Programme. It is a strategic initiative designed to empower MSMEs operating within the chemical industry through a series of targeted interventions.

The programme commenced in April 2025, where a services provider was appointed for branding and marketing. The service provider delivered end-to-end support to all 28 beneficiaries, playing a key role in strengthening their market positioning. The support focused on enhancing brand identity, ensuring consistency across platforms, and equipping businesses with professional tools to effectively engage customers, investors, and buyers.

As part of this initiative, logos were developed, providing beneficiaries with clear and professional brand identities. To support product traceability and meet retail compliance standards, barcodes were successfully registered, while beneficiaries with existing barcodes had them fully integrated into their systems.

A strong digital presence was established through the development of websites,

enabling beneficiaries to showcase their products and services and interact with customers online. In addition, company profiles were compiled to serve as concise business summaries for pitches, partnerships, and marketing use. These were reinforced by professional presentations, designed to help beneficiaries clearly communicate their value propositions during investor and buyer engagements. Visibility at industry events was further enhanced through the production of pull-up banners.

To ensure long-term sustainability, GBI conducted orientation sessions with beneficiaries, providing practical guidance on updating website information such as email addresses and business contact numbers, as well as navigating the GS1 system for barcode purchasing and management. This ensured that beneficiaries not only received high-quality branding and marketing deliverables, but also gained the skills needed to manage and update these assets independently.



ARDEN PARFUMS

11 Fragrances.
11 Moods.
One Signature You.



Boosting Digital Presence: Social Media Engagements

GBI has appointed another service provider that has been driving the digital growth of selected beneficiaries through smart social media strategies, influencer partnerships, and targeted paid advertising. Three beneficiaries were prioritized for tailored support—one receiving paid ad campaigns and two engaging in influencer collaborations.



Tocca Essentials and Kganyo: Building an Influencer Presence

For both Kganyo and Tocca Essentials, targeted influencer identification was conducted to align with each brand's positioning and audience. For Kganyo, influencers specializing in lifestyle, skincare, fashion, and African wellness, along with those with highly engaged TikTok and Instagram communities, were shortlisted, with TikTok, Instagram Reels, and Carousels chosen as priority platforms. For Tocca Essentials, the same influencer framework was applied but tailored to wellness, natural remedies, and indigenous botanical content, with TikTok and Instagram identified as the most effective platforms.



Isiba: Paid Advertising Rollout

Work has been initiated to finalize and launch paid advertising campaigns for Isiba. The framework and execution plan are ready, pending receipt of the following client inputs:

- Final product images
- Confirmed messaging framework
- Defined target regions and demographics
- Website or landing page confirmation for conversion tracking

Upon receiving these materials, the campaign build will move immediately into creative development and scheduling, ensuring swift deployment to reach Isiba's target audiences with measurable impact.

Testimonials

Empowered Voices: Testimonials from Our MSMEs

My business understanding has improved after being part of the incubation. The team is so friendly and helpful, I wouldn't have been able to achieve what I have achieved in my business life. I am truly grateful for the opportunity.

Sizakele Design Engineering and Transit



I am very happy with the service and Gibela Business Incubator has helped me professionalize the business. It is also nice to know that I am not alone in this journey but I have support

Bendalo Corporation

“Your Partner in Business Success”

Our incubation services are designed to strengthen early-stage and growing enterprises through integrated support.

- Access to the facility
- Affordable working space
- Assistance with IP Application
- Assistance with Product testing
- Assistance with registration with industry regulator body
- Assistant with Design Support
- Basic Bookkeeping services
- Business Advisory
- Business and Technical Skills Training
- Business Mentoring and Coaching
- Facilitate access to finance
- Linkage to Market
- Statutory Compliance



In Quarter 3, GBI received a total of 158 applications.

As we conclude this edition, we extend our sincere appreciation to all MSMEs, Partners and Stakeholders who continue to contribute to the success of our programmes. The progress, innovation, and resilience showcased throughout this issue reflects the strength of our entrepreneurial ecosystem and the impact of collaborative support.

Gibela Business Incubator remains committed to empowering MSMEs . We are looking forward to continue this journey together—unlocking potential, sustainable growth, and shaping a more inclusive and innovative economy.



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Kwa-Thema Business park,
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STAY UP
TO DATE

