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Joburg Tourism Champions Youth Entrepreneurship and Creative Enterprise at Basha Uhuru Freedom Festival

23 June 2026

Joburg Tourism Company (JTC) is proud to partner with the 2026 **Basha Uhuru Freedom Festival**, supporting a vibrant cohort of local small businesses and creative entrepreneurs as part of the festival's commitment to youth empowerment, economic inclusion and creative freedom.

Held at Constitution Hill from **24–27 June 2026**, the festival commemorates **50 years of youth activism and creative freedom**, honouring the legacy of the 1976 generation while creating meaningful opportunities for today's youth-led enterprises, creatives and innovators.

As one of Johannesburg's flagship heritage and creative economy events, Basha Uhuru provides a platform where culture, creativity and entrepreneurship converge. Through its support of the festival, Joburg Tourism is helping local SMMEs access new markets, engage with consumers, build brand visibility and contribute to the city's growing visitor economy.

"Our partnership with the Basha Uhuru Festival reflects Joburg Tourism's commitment to leveraging culture, heritage and creativity as powerful drivers of economic growth and destination promotion," says **Belu Mabandla, Executive Head: Destination Marketing & Events at Joburg Tourism Company**.

"As we commemorate 50 years since the 1976 Soweto Uprising, we are equally focused on the future - supporting youth-led innovation, strengthening SMMEs and showcasing Johannesburg as Africa's leading hub for both business and leisure tourism."

Celebrating Local Creativity and Enterprise

A key feature of the festival is the **Basha Uhuru Market**, a dynamic platform showcasing local entrepreneurs whose businesses reflect Johannesburg's diversity, innovation and creative energy.

The market brings together a curated mix of enterprises spanning fashion, fragrances, wellness, jewellery and handcrafted design - demonstrating the power of small businesses to drive inclusive economic growth while creating jobs and preserving cultural heritage.

Among the entrepreneurs supported through Joburg Tourism's participation are:

- **Bee Dlamini Opulent Clothing**, a luxury lifestyle and fashion brand offering contemporary elegance through carefully curated apparel and accessories.
- **House of Hohwa**, a premium streetwear label that uses fashion as a vehicle for African storytelling and cultural expression.
- **Lottie Funk**, an Afrocentric fashion brand blending authentic African heritage with modern design through bold, contemporary garments.

- **Odwa by Milli**, a fashion house that revives vintage silhouettes, while celebrating African cultures through thoughtfully sourced fabrics and storytelling.
- **Ubuhle Bemali Couture**, a proudly African couture brand showcasing timeless designs rooted in craftsmanship, cultural pride and empowerment.
- **Sbhiva**, a Soweto-born vintage lifestyle brand inspired by township culture, nostalgia and local identity.
- **Different Stories Creation**, a handmade crochet fashion brand producing unique garments and accessories that celebrate individuality and creativity.
- **Usiiku Creations**, a social enterprise that combines heritage-inspired fashion with skills development, artisan empowerment and community upliftment.

The market also features innovative lifestyle and wellness brands, including:

- **Scenty by Nonkosi**, a Black woman-owned fragrance company from Alexandra Township, creating affordable luxury scents for township communities.
- **Zamunda Fragrances**, a proudly South African perfume brand crafting fragrances inspired by identity, culture and self-expression.
- **Catharsis Holistic Healing**, offering wellness products inspired by African healing traditions and plant medicine.
- **Ha Se Lehola**, an herbal wellness brand dedicated to preserving indigenous knowledge through herbal teas and natural health products.
- **More Jewellery** and **Season Creations Accessories**, both celebrating local craftsmanship through handmade and personalised accessories.

These businesses represent more than products and services - they represent the resilience, creativity and entrepreneurial spirit that continue to shape Johannesburg's economy and cultural landscape.

Connecting Heritage with Economic Opportunity

The Basha Uhuru Freedom Festival has grown into one of Gauteng's leading creative economy platforms, bringing together artists, entrepreneurs, content creators, designers, musicians and cultural practitioners. The event provides critical pathways to market access, skills development and business networking for emerging enterprises.

For Joburg Tourism, the partnership aligns with broader objectives of growing the tourism sector through inclusive participation and ensuring that local communities benefit directly from destination marketing and major events.

By connecting visitors with authentic local experiences and products, festivals such as Basha Uhuru strengthen Johannesburg's reputation as a destination where heritage, creativity and innovation intersect.

As thousands of visitors gather at Constitution Hill to experience the Sounds of Freedom Music Festival, Creative Conference, Film Festival, Poetry Showcase and Curated Market, Joburg Tourism remains focused on creating opportunities that extend beyond the event itself - building sustainable economic participation for local entrepreneurs and strengthening the city's creative economy.

"Johannesburg's story has always been shaped by young people who challenge boundaries, inspire change and create new possibilities," adds Mabandla. "Basha Uhuru provides a powerful platform to honour that legacy while investing in the next generation of creators, entrepreneurs and tourism ambassadors."

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For more information about Joburg Tourism and upcoming events, visit our website [visit.joburg](https://www.visit.joburg.org.za)

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Johannesburg is the largest city in South Africa and serves as the economic and cultural hub of the country. With its rich history, diverse population and thriving arts scene, Johannesburg offers a unique and unforgettable experience for visitors of all ages. Johannesburg Tourism Company is a destination management organisation (DMO) of the City of Johannesburg, dedicated to promoting the destination's tourism growth. Its primary function is to promote Joburg as a business, lifestyle, sport and leisure destination, both locally and internationally. Its operations include running a Convention Bureau, a Visitor Services Bureau, as well as co-ordinating city-wide tourism marketing programmes, tourism information gathering and analysis.