

DJ Sbu to speak at Harvard

Media personality and entrepreneur DJ Sbu has been invited to speak at Harvard Business College in Boston next month, as part of a symposium on African business and entrepreneurship.



He will address students at the Africa Business Club, and said he was excited about sharing his knowledge with delegates and the students. "I was invited to be part of a panel of African entrepreneurs, and also to give a short presentation on entrepreneurship in Africa," he said.

"As far as I know, I am the only South African on the panel and so it is up to me to share the experiences of entrepreneurs in South Africa."

Sbu's efforts to promote his energy- drink business have seen him make headlines for "ambush marketing". He said he would use the experience gained from building his brand of energy drink for his Harvard address.

"I want them to be inspired by my story. A story about a young man who beat the odds to create and build his own energy drink," Sbu said. "I want them to learn from me, and see that no matter the challenges that they face, they will always succeed if they are determined enough."

He gave an address at the University of Westminster in London late last year, in which he spoke of his educational outreach programmes and bursary fund.

He would include this in his US talk.

"Social entrepreneurship is all about giving back, and my Sbusiso Leope Education Foundation gives away over 500 bursaries to pupils throughout the country each year."

Source: Herald

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