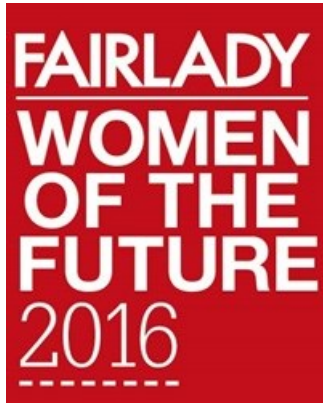


# Women entrepreneurs can enter Fairlady Woman of the Future, Fairlady Rising Star

Entries are now open for the Fairlady Woman of the Future and the Fairlady Rising Star for 2016. Fairlady, in partnership with Santam, is looking for South African female entrepreneurs who have started their own businesses - one who is established at least three years and one that has launched a new business.



"The tougher things get in South Africa, the more ingenuity and determination we show. It's in our nature," says *Fairlady* editor Suzy Brokensha. "Last year, the quality of the entrants blew us away. These women are changing the economic landscape in this country. It is exciting to acknowledge and reward them. I am so looking forward to seeing this year's entrants."

## Woman of the Future Award

The Fairlady Woman of the Future 2016 award goes to an entrepreneur, 25 years or older, whose business has made it to 1001 days (basically, the first three years) and who is well on her way to creating an empire. The prize comprises R50,000 cash, a mentorship session with one of the judges, a R3,000 fashion voucher from Queenspark, a R12,500 online course from GetSmarter, a Sony Xperia Z5 Gold cellphone & Wi-Fi tablet, a wristwatch and a beauty hamper.

Donald Kau, head of corporate affairs at Santam, explains, "Entrepreneurs represent one of the biggest future growth opportunities for a sustainable South African economy and we are pleased to be partnering with *Fairlady* on this exciting project for a second year. We are committed to walking a path with our country's entrepreneurs because we understand that the first 1000 days in businesses are statistically the hardest, so if you have made it to day 1001, you've beaten the odds."

## Rising Star Award

The Fairlady Rising Star 2016 goes to an entrepreneur, between the ages of 16 and 25, whose business is older than six months but still within the first 1001 days of business.

"We want to award success but we also want to award potential, which is why we include the Rising Star award," says Brokensha.

## Judges

Judges include Public Protector Thuli Madonsela (also one of the key judges in 2015); media entrepreneur and international speaker Jo-Ann Strauss; TV presenter and radio host Leanne Manas; Santam executive head of brand Yegs

Ramiah and *Fairlady* editor Suzy Brokensha.

Entries close on 17 June 2016. For more information, go to [www.womenofthefuture.co.za](http://www.womenofthefuture.co.za).

For more, visit: <https://www.bizcommunity.com>