

Entrepreneurs SA campaign launched

The second Entrepreneurs SA campaign launched yesterday, 3 October 2011, to identify and interview a wide range of entrepreneurs who represent a diverse selection of business ventures within South Africa. Run by FNB Business Banking and Talk Radio 702/576 Cape Talk, the campaign runs until 7 November.

The selected entrepreneurs will get the opportunity to convey live on air, their aspirations and challenges, along with what they believe would help smooth the path for fellow entrepreneurs.

According to Sanjeev Orie, head of acquisitions for Business Banking, entrepreneurship is a fundamental driver of the South African economy and the campaign creates a platform for entrepreneurs to inspire each other as well as offer support, education and provide expertise.

"We understand that innovation plays an enormous role in any successful business and never more so than in those of an entrepreneur. This campaign is an ideal opportunity for budding entrepreneurs to engage with successful entrepreneurs, to find out what has motivated their decisions and ultimately their success. The bank believes in creating platforms for entrepreneurs, by offering not only a platform to network but also a support base where ideas and plans can be shared across the country. With over 1000 entrants last year, Entrepreneurs SA has proven to be an ideal tool for this initiative, hence our commitment to be part of the campaign again this year," says Orie.

"Entrepreneurs SA was initially conceptualised as a response to a challenge laid out by Minister of Finance, Pravin Gordhan to help create employment," adds Talk Radio 702 station manager, Pheladi Gwangwa. "For the entrepreneurs who go to air and those who listen to the shows, the campaign offers an opportunity to get great advice on how to improve their businesses and ultimately how to enhance their potential to employ more staff, transfer skills and boost our economy."

Start-up businesses that have been in operation for three or more years may nominate themselves online via the Entrepreneur SA microsite on www.702.co.za or www.capetalk.co.za.

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