

New reality show searches for Top Trader

In 2012 CNBC Africa will broadcast a new reality television show, titled Top Trader, which will follow the trials and tribulations of South Africa's top amateur traders as they search for the winning combination to walk away with R250 000 in prize money.

Hosted by CNBC Africa anchor, Eleni Giokos, the show will start with the basic principles of trading, moving on to stock selection, portfolio management and a range of other elements of trading. The competition will see contestants in different locations in and around Sandton and Johannesburg, South Africa, making it an exciting as well as an educational show for viewers each week.

Eight contestants who meet the criteria will be chosen from entries online to compete on the show. From the fourth week onwards, one contestant will be eliminated each week, leaving three contestants in the final show. Contestants will be faced with a different challenge in each episode and viewers will be able to interact with contestants on the ABN digital website and other social media platforms. The ultimate winner will be the contestant with the best performing portfolio in the final episode.

Throughout the series, a panel of expert mentors will guide and advise the contestants. CNBC Africa chief editor, Godfrey Mutizwa said Top Trader is part of a new suite of programmes being launched in the new year on Africa's business news television channel and plugs a definite gap in the market.

"As a business news channel we thought there should be a platform to showcase the rich talent that Africa has to offer," Mutizwa said. "Top Trader will bring the trading floor to living rooms while at the same time allowing us to reach audiences traditionally seen as out of our range."

Entries are open to the public on [ABN Digital](http://www.abndigital.com), where all rules and regulations can be found. Entries close on 31 January 2012.

Top Trader will premiere on 11 July 2012 and will run weekly in prime time on Wednesday nights and the finale will be screened live on 28 August 2012.

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