

# DNA Brand's chief architect named Young Entrepreneur of the Year

Sylvester Chauke, chief architect of DNA Brand Architects, has won the award in the Young Entrepreneur of the Year category of the South African Premier Business Awards, which was held recently at the Sandton Convention Centre.



DNA Brand Architects is a marketing and brand consultancy that has shown, in its very short time of existence, that young entrepreneurs can not only start business entities, but also punch way above their weight in terms of working at a high level with blue-chip corporations.

A fundamental issue for Chauke is how South Africans can win the war against youth unemployment in our country. On a daily basis, South Africans are faced with the depressing facts of the high unemployment rate in our country. However, Chauke sees this as an opportunity for a societal change and, in particular, youth involvement in solving this major challenge.

"Youth unemployment is a disturbing factor in South Africa; however with the power we have as youth-owned businesses, we can start reversing the trend by building sustainable small enterprises across our land. This award confirms that we are doing just that and we are keen for the future", he said.

The SA Premier Business Awards recognise business excellence and honour enterprises that promote the spirit of success and innovation as well as job creation, good business ethics and quality.