

Applications open for Women in Business programme

The City of Cape Town (CoCT) and Cape Innovation & Technology Initiative (Citi) are calling on female entrepreneurs to join the Top Tech Tools for Women in Business programme for 2020.



Source: Supplied



Source: Supplied

The Top Tech Tools for Women in Business Programme is a vital continuation of the partnership between CoCT and the Cape Innovation & Technology Initiative (Citi) to facilitate inclusive digital transformation within Cape Town. Citi is a business partner of CoCT's Enterprise and Investment Department and it works with government, business and society to promote the inclusive growth of the digital economy.

CoCT's mayoral committee member for economic opportunities and asset management, Alderman Vos, says: "The successful implementation of the innovative training solution has resulted in a higher demand for the programme, which is why I motivated for additional funding to provide more training opportunities for women. I am delighted to confirm that the Mayoral Committee has approved this initiative and CoCT will make the training available to 90 additional beneficiaries this year.



I am also pleased that Citi found new innovative ways to continue the programme during the lockdown period. In response to the Covid-19 pandemic, the programme has been adapted to enable successful delivery and engagement on an exclusively online basis. Participants will also have access to additional online learning components. This is an ideal time for business owners to upskill themselves and to prepare for the new normal."

The programme was conceptualised and facilitated by Citi and it aims to create an empowering atmosphere for women who are eager to infuse technology into their businesses. The programme boasts a supportive and creative environment that exposes female entrepreneurs to the latest available technology resources to improve and grow their business.

Participants will benefit from access to comprehensive information and experience shared by highly skilled facilitators and mentors through a series of facilitated interactive sessions. The programme provides a platform for entrepreneurs to introduce efficient systems and processes through the implementation of technology products and services that promote growth, sustainability and scale-up while maximising peer-to-peer knowledge sharing practices.

Female entrepreneurs who would like to take part in the programme may submit their applications on Citi's [website](#) or like and follow the Cape Innovation & Technology Facebook page for news and updates. After your application is received, you will be invited to an online interview, which will determine if you are selected to take part in the programme.

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