

'African Start-Up' to air on CNN International

Today, 28 March 2014, 'African Start-Up' on CNN International will air a 30-minute special that will showcase innovative SME entrepreneurs from South Africa, Ghana, Nigeria, Kenya and Rwanda, making their own high-end brands and useful online services as well as creating specialised products and cuisines.



'African Start-Up' explores how they generate their ideas, formulate business plans, raise capital and distribute their products. The entrepreneurs take viewers through their daily challenges, where the rules are not defined, the setbacks are frustrating but opportunities exist for those with vision and creativity.

The show also features an interview with Rob Davies, South Africa's Minister of Trade and Industry, offering advice and motivation to these start-ups.

Airtimes

The half hour special will air at the following times (SAST):

- Friday 28 March: 11:30 and 17:30
- Saturday 29 March: 10:30, 15:00 and 22:30
- Sunday 30 March: 11:30
- Monday 31 March: 05:30 and 09:30
- Tuesday 1 April: 11:30 and 18:30

- Wednesday 2 April: 06:30

A dedicated CNN website www.cnn.com/africanstartup also encourages user participation and serves as a forum for ideas.

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