

Press Statement

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The Entrepreneur 2016 Competition, Taking Your Business to New Heights!

The iLembe Chamber's 6th annual The Entrepreneur Competition had its official launch on Thursday, the 19th of March 2016. Entries for this flagship entrepreneurial competition opened on the 9th of May 2016.

The iLembe Chamber presents this annual competition in partnership with long standing partners ACSA King Shaka International Airport, Enterprise iLembe and the North Coast Courier. The Competition has established itself at the forefront of entrepreneurial development and the promotion of an entrepreneurial spirit in the iLembe District. The programme is widely endorsed and enjoys national recognition – its approach to entrepreneurial development is developed in conjunction with the programme's academic partners, the Massachusetts Institute of Technology and UKZN.

The programme has, for the 2016 competition, further evolved its branding with a new catchphrase of "*take your business to new heights*" to complement the aviation theme. According to Chris Voysey from Chris Voysey Marketing and Communications, the aviation themed branding perfectly reflects the journey that small businesses owners undertake.

This sentiment was echoed by Counsellor Dolly Govender, Deputy Mayor of KwaDukuza Municipality, who said that the programme is important, not only with regards to the knowledge sharing and mentorship but also the growth opportunities that it creates for small businesses from across the district. Xolani Gumede, CEO and owner of Cappeny Estates and an iLembe Chamber Executive Committee member conveyed words of encouragement to the competition entrants.

The 2016 programme will run over a period of 12 weeks during which competition finalists will be exposed to intensive business modelling, both through tuition and practical application, as part of a programme co-designed by the University of

KwaZulu-Natal (UKZN) and USA-based Massachusetts Institute of Technology (MIT). Finalists will also be supported through mentorship by Chamber accredited mentors – “grey-heads” with invaluable business experience.

Competition entries will be invited for a period of 6 weeks with the first tuition session taking place on the 9th of July 2016.

All entrepreneurs and small business owners are invited to enter the Competition.

Apart from the business development funding and marketing collateral received by entrepreneurs, the competition provides an opportunity for the finalists to gain critical business skills, receive mentorship and training, and prepare a comprehensive business plan that will allow them to grow and develop their businesses. This equates to approximately 1500 hours of tuition and 100 hours of dedicated one on one mentoring.

For more information you can contact Sakhile Khumalo at sakhile@ilembechamber.co.za or 087 354 6343.

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