

## LIVEOUTLOUD scoops Africa SMME Award

LIVEOUTLOUD, a lifestyle brand, was announced the Most Innovative Company in South Africa and recognised as the second most innovative on the African continent at the Africa SMME Award ceremony held in Stellenbosch Cape Town South Africa on 27 September 2012.



Mike Eilertsen

In its fifth year, the Africa SMME Awards, hosted by Africagrowth Institute, attracts entries from across the continent, and the ceremony aims to identify and recognise the best performing small medium and micro enterprises (SMME) across Africa.

"It was a spectacular evening, spent in the company of some of the most inspirational and dynamic entrepreneurs on the continent. I am honoured to accept this accolade and to receive recognition from such a distinguished peer group." remarks CEO, Mike Eilertsen.

SMMEs play a crucial role in the economy of Africa. With the exclusion of governments, it is estimated that the sector provides more than 90% of the workforce, and contributes significantly to the GDP while promoting wealth and prosperity on the continent.

According to Professor Nicholas Biekpe, the president of Africagrowth Institute, "An Africa SMME Award is considered one of the highest honours that can be bestowed upon a SMME owner. Africa is ready for business, and the world has finally taken notice of the continent's massive business opportunities and potential. The Small Business sector is a key driver of growth in Africa and the idea behind the Awards is to recognise the success and vitality of the SMME sector in Africa. "

Eilertsen concludes, "Our clients include the most exclusive brands in the world, and we pride ourselves on our ability to transform brand interactions into unforgettable experiences. I am so proud of the whole team and appreciate all the hours of passion and expertise they have put in to make this possible."

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