

Igniting the mind to dream beyond geographical borders

For the longest time, entrepreneurs have assumed that once they have made it in a particular town, city or country, that they have reached the peak of their success. Very few people often venture out and expand their businesses beyond their geographical borders. The Business Leaders in Africa Summit seeks to change the narrative and open eyes to a wide variety of opportunities in Africa and the world.

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We live in an age that has seen entrepreneurs rise above and beyond to take over the world. Entrepreneurs are in a more favourable position than ever to reach out to the world for business. Doing business with people outside your country/region enhances your company's brand, increases turnover and helps business owners to stay relevant. Learn from other entrepreneurs who have tapped into other markets. They will talk about lessons that they have learnt – both positive and negative - in their quest to position themselves as regional and international contenders.

The CEO and Co-Founder of Karisani IT, Portia Masimula explains what keeps her going daily; "Take the bull by its horns Be decisive! Rather make a decision today than a perfect decision when it's too late; all great entrepreneurs have one thing in common is decisiveness and they have the courage to take unpopular decision when faced with difficult choices." Portia will share her journey as a female entrepreneur in technology at the conference.

The summit will also feature Carol Nyazika, Founder of Ndanaka, a skincare brand from Zimbabwe and Chwayita Nqiw-Twalo, Founder of IgnitPR, a Public Relations company that specialises in assisting tech start-ups build their brand.

This conference is the "how to" plan for any business that is looking to expand beyond borders. It is the "igniter" for businesses looking to make meaningful partnerships and close lucrative deals with other businesses from around the African continent. The audience will hear relevant stories about successes and challenges, and experiences that they can identify with. It is thus an opportunity to learn from industry leaders and fellow entrepreneurs.

For more information visit www.samaoeuvre.co.za or email info@samaoeuvre.co.za