

Barclays Africa supporting creative thinking and innovation

For the second year, Barclays Africa supports the annual African Creativity Conference in South Africa, taking place at the Klein Kariba Resort in Bela Bela from 13 to 16 October 2015.



The conference is aimed at facilitating creative thinking and innovation amongst sportsmen and women, educators and business people in virtually any industry.

Organised by the South African Creativity Foundation, this year's event will host more than 30 international creativity and innovation leaders, presenting innovative topics and facilitating a wide variety of workshops that offer content on various topics ranging from business innovation to deconstructive marketing techniques. Themed '*The Year of the Beyonder*', the 2015 conference will encourage attendees to think in new ways and open their minds to innovation.

On 9 October, Barclays Africa hosted a one-day pre-conference event at the Wanderers Club, Johannesburg, where the bank's clients and employees were immersed in a condensed version of the conference.

According to Kobus Neethling, President of the South African Creativity Foundation, this conference represents a perfect platform for exploring radical creativity, creating industry ripples, measuring innovation impact and determining which ideas will matter in the future.

"Through our 'Beyonder' programme, we are addressing the challenges of today and tomorrow. Delegates can expect to be equipped with 'beyonder' tools that will assist stretching each and every one to produce their ultimate personal and organisational performance. The programme aims to address specific paradigms that have become obsolete and changes these outdated methodologies into cutting edge models and approaches."