

# GEW Vice President to visit South Africa at GEW 2014 event

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**'Creating Sustainable Ecosystems for Entrepreneurial Growth'**



**Global Entrepreneurship Week (GEW) is the world's largest celebration of the innovators and job creators who bring ideas to life, help drive economic growth and improve human welfare.**

For one week during November each year, GEW inspires people everywhere with local, national and global activities. These include large-scale competitions, events and intimate networking gatherings, all of which connect participants to potential collaborators, mentors and even investors. Ultimately, it is all about introducing them to new possibilities and exciting opportunities, designed to help them explore and exploit their potential as self-starters and innovators.

SEA Africa will be hosting its annual GEW platform at the Hyatt Hotel in Rosebank, Johannesburg from the 18th to 19th November 2014 in partnership with ABSA, SABS Design Institute, Sefa, Shanduka Black Umbrellas, SAB Foundation, IDC and CAYE. Every year, this event boasts an impressive participation rate of over 250 established entrepreneurs, aspiring entrepreneurs as well as private and public partners. Last year, SEA Africa launched the Centre for African Youth Entrepreneurship (CAYE) a non-profit organisation aimed to facilitate design and entrepreneurship development of youth aged 13-24. "Our aim with this programme is to ensure that an entrepreneurial design mindset is activated at an early stage," emphasises Kizito Okechukwu, Executive Head, SEA Africa.



This is SEA Africa's fifth year as a host partner to this prominent occasion and the focus is on 'Creating Sustainable Ecosystems for Entrepreneurial Growth'. Many high-profile figures are expected to attend, such as the Global Entrepreneurship Week (GEW) Vice President, the Minister of Small Business Development, the MEC Education, MEC Economic Development in Gauteng, Head ABSA Business Banking South Africa, Chairperson Shanduka Black Umbrellas, CEO of the South African Bureau of Standards (SABS), Head SABS Design Institute, Head SAB Foundation and the Consul General of Nigeria-Johannesburg South Africa. In addition, representatives from state departments and corporate entities, as well as young and established entrepreneurs will be attending.

Kizito Okechukwu sums up the core mandate of this year's GEW 2014. "Our aim is to achieve an ecosystem that can support the growth of other businesses, provide a platform to unleash ideas and find creative formulas for sustainable success."

He also thanked all the partners for their continued support and commitment to solidifying the GEW SA platform. "GEW is more than just an awareness campaign. It is a platform for connecting and collaborating with all key players to strengthen entrepreneurial ecosystems around the world," he concludes.

To learn more, kindly visit: <http://www.seafrica.co.za/gewjoburg.html>.

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