



**Western Cape
Government**
Economic Development
and Tourism

Western Cape Premier's Entrepreneurship Recognition Awards

2017



PERA
Premier's **Entrepreneurship**
Recognition Awards

Recognising and showcasing the Western Cape's entrepreneurial achievers

OVERVIEW

Now in its fifth year, the Western Cape Premier's Entrepreneurship Recognition Awards (PERA) celebrates the hard work of entrepreneurs and their contribution to job creation and growth.

This year, 227 entries have been received within the five categories. The successful finalists had the opportunity to present their businesses to an independent judging panel. A diverse group of businesses entered and judges were impressed with the passion and commitment shown by every finalist.

The Western Cape Government acknowledges the valuable role that entrepreneurs play in growing the economy and is determined to provide them with support to grow the economy Better Together.

The Premier's Entrepreneurship Recognition Awards is sponsored by:



FINALIST PROFILES
EMERGING
BUSINESS

Almond Creamery

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Almond Creamery produces a fresh and nutritious milk alternative. It all began when owner, Adri Geysler, was unhappy with the milk alternatives that are available and found that nut-based milk alternatives could only be found in certain health food stores, were overpriced and contained almost no nuts.

With her nutrition background and passion for creating healthy and delicious food, she started on a journey to create better-tasting and more nutritious milk alternatives. Almond Creamery was born in 2015 and contains five times more nuts than the leading nut milk in South Africa, and is made with a combination of coconut, macadamia and almonds for improved flavour and nutrition. Their milk is naturally sweetened, preservative free and almost entirely locally sourced.

What started with making a few litres of milk in a home kitchen, Almond Creamery has grown to a team of eight passionate employees and recently opened a factory in Muizenberg.

DeskStand

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Ryan Roberts has been in the advertising and design business for 12 years and founded DeskStand™ in February 2015 after recognising his own and others' need to have healthier postures and ergonomic, eco-friendly products in the work environment.

The Original DeskStand™ is an affordable and adjustable standing desk workstation placed on top of a desk and is used as a healthy alternative to sitting all day. Standing while using the Original DeskStand™ improves posture, keeps you focused for longer and maintains a high energy level. His product has found a niche in a market where people want to live healthier and more active working lifestyles.

DeskStand™ won a runner-up award at Design Indaba in 2015 and has gone on to be featured in various magazines and online articles. Ryan was interviewed on LIVE TV on the Expresso Morning Show in 2015. DeskStand™ has exhibited at Decorex Johannesburg and Cape Town and was featured on Carte Blanche in December 2016.

Products include the Original DeskStand™, which is an adjustable, retrofitted standing desk; the Mini DeskStand™, which is a cost effective product and mobile sit-stand desk; the WallStand™, which is a wall-mounted sit-stand 'HOT' desking solution; and the A-Stand, which is a free-standing sit-stand desk.

The business is set to grow its factory and employ more workers to help with the growing demand of ergonomic products. Next year, the business aims to enhance and push international sales with their new and existing product range. They plan to acquire new customers and upsell existing customers with value-added product offering and customer service.

Eden All Natural

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Eden All Natural is a black woman-owned company that manufactures natural peanut butter with 100% peanuts, no additives, no preservatives/hydrogenated oils and no sugar or salt. The peanut butter is produced using grade A peanuts that are slowly roasted in a conventional oven to retain important nutrients. The tasty peanut butter is available in a number of variants, including cinnamon and raisin, seeded nutty, honey, crunchy, smooth and choc chip.

After failing to find affordable peanut butter with no additives, preservatives or sugar on the market, Managing Director Debbie Ncube Matake and her husband decided to create their own for personal consumption in 2013. They then realised the need to feed the masses of South Africa with something healthier and delicious but above all wanted the product to be accessible to the poorest of our communities.

The couple started marketing and selling their product amongst friends and family from 2015 onwards, and that is where the business really started. Following that, the demand for their product instantly grew, which led them to look for more opportunities at trade fairs and malls. As fate would have it, one day while displaying the product at a mall in Cape Town, two gentlemen approached them and tasted the peanut butter. The men loved it and turned out to be regional buyers for Pick n Pay. Currently they supply Pick n Pay, Spar, Wellness Warehouse and many other small retailers in and around the Western Cape.

Eden has since partnered with Women and Youth in the Townships. "We have women and youth we supply peanut butter to and they sell it to their friends and neighbours in townships and actually make a living out of it."

FINALIST PROFILES
ESTABLISHED
BUSINESS

DJ Rigging

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DJ Rigging, a Level 1 BBBEE company, has its roots firmly entrenched in the Cape Flats of Cape Town. The company was started by Dudley John Fredericks in August 1997 in a garage in Belgravia Road, Athlone. 2016 proved to be a sad year for DJ Rigging with the passing of Dudley Fredericks. The business is now in the capable hands of his two prodigies Romy and Nick Fredericks, who are pushing the business further.

The company started out by doing subcontracting work in the petroleum industry, and after the closure of the main contracting company, DJ Rigging faced a bleak future. However, determination and perseverance resulted in DJ Rigging securing work to provide maintenance to BP Southern Africa. What started out as routine work changing light bulbs and washing down canopies provided an opportunity to expand the business.

A branch was opened in Johannesburg, headed up by Nick Fredericks, resulting in the transition from maintenance to projects. The ever-increasing workload led to the opening of branches in Port Elizabeth and Durban. Projects grew as well, work in Swaziland and Zimbabwe followed, and resulted in a further increase in staff.

With the roll-out of BP Southern Africa's Bright Green Beacon (BGB) project in 2016, DJ Rigging was once again at the forefront. With the massive roll-out came a great demand for more staff and DJ Rigging took a bold step in seeking out unemployed single mothers, as well as unemployed people from the Cape Flats, to become part of a skills development project. This project was initiated as a pilot project at the Athlone branch and the people were provided with all the relevant training and skills.

DJ Rigging is happy to say that the upskilling of unemployed people has proved to be a resounding success. All the unemployed single mothers from the intake for the pilot project are still part of the company, and have developed and moved into different areas of the organisation (e.g. electrical, installation and health and safety). This initiative is now expanding to the other branches.

They live by their creed "We are always raising leaders" and are very proud of their constant efforts to conduct themselves in an ethical and transparent manner.

DJ Rigging celebrated its 20th anniversary this year and is excited about what the future holds for the company, its directors and staff.

Cango Wildlife Ranch

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Cango Wildlife Ranch is considered to be one of the world's top tourist attractions and one of the best conservation education destinations on the continent. Situated in the heart of the Garden Route only 3 km from the centre of Oudtshoorn, this multi-accredited facility not only takes visitors on a one-hour fully-guided tour to view 90 species of mostly endangered animals, but is also open 365 days of the year.

The ranch offers visitors the once-in-a-lifetime experience of interacting with our ambassador species. Aside from the amazing experience of crocodile cage diving (first in the world!), they also offer encounters with cheetahs, snakes, tegu's, lorikeets, lemurs and servals.

Cango Wildlife Ranch is an accredited institution. This internationally recognised accreditation awarded by the Pan-African Association of Zoos and Aquaria (PAAZA) has only been awarded to four facilities in the whole of Africa. It is extremely prestigious and difficult to achieve and is reviewed every five years, and the ranch has been awarded its third successful accreditation in December 2016. Alongside this award is the ranch's membership of the World Association of Zoos and Aquaria (WAZA), which is by invitation only. Representing the top 300 organisations worldwide, they are one of only six members in the whole of Africa to have been invited to join this prestigious organisation.

Cango Wildlife Ranch, home of the Cheetah Preservation Foundation, believes in conservation and knows that extinction is forever. The work done at the ranch by their dedicated staff takes on a whole new meaning when you realise that the people involved in saving animals and educating the general public will never see the result of their work in their lifetime. Nevertheless, they will keep on doing their best to ensure that extinction becomes just another word in the dictionary and not a reality.

Mologadi LNL

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Mologadi LNL was established in March 2013 to provide vegetation management services. The company is operating in four provinces (Western Cape, Eastern Cape, KwaZulu-Natal and Limpopo, with its head office in Cape Town).

The company employs about 70 skilled workers and has the current capacity to execute tasks of about R25 million per year within the vegetation management and landscaping sector. Since 2015, Mologadi LNL Trading has shown yearly double-digit growth rates.

They have been providing vegetation management services to Eskom Holdings since 2015 and have developed teams that are skilled in high-risk tree felling and operating under high voltage systems.

They have implemented systems and procedures internally that are based on best practices and are aligned with ISO 14001, 9001 and OHSACT.

Their business is in its foundation phase and they believe that the fundamental practices and principles that they are building on will guarantee existence for decades to come. In the short to medium term they plan on increasing their national footprint within South Africa. Their long-term vision is to expand their services to the African continent.

“I strongly believe to be the best you need to benchmark your business against the best and that is where we are positioning our business.”

FINALIST PROFILES
SOCIAL
ENTERPRISE

FixForward

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After graduating from Stellenbosch University in 2004 with a BSc degree in Conservation Ecology, Joshua Cox briefly ran a small franchise business in Pretoria. In 2006 he began working in the non-profit sector, partnering with rural communities in East and Southern Africa to implement health, education and entrepreneurship programmes. In 2009 and 2010 he worked for the World Wide Fund for Nature (WWF) before becoming an activist for traditional fishing communities for three years. He started Fix Forward as a side project in 2008. In 2014 Joshua became full-time CEO of Fix Forward and has never looked back.

FixForward equips tradesmen from low-income communities with the skills they need to grow a successful business and connects them to clients. These skills cover all building-related trades. They currently serve tradesmen from communities in the greater Cape Town Metro, and look to expand the concept to the rest of South Africa and internationally, with interest already expressed from Colombia.

Apart from one-on-one training, FixForward also implements nine tailored modules of e-learning applications, followed by coaching and mentoring. Through their intervention they have already supported 60 tradesmen in 2017 alone, which in turn employs an average of three labourers.

Pimp My Book

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Pimp My Book was born in 2006 in the dormitory room of Mpodumo Doubada at the University of Cape Town where he was a student at the time. He was attempting to assist his friends to sell their old textbooks, but the idea soon caught fire across campus. Within a few weeks his entire room was packed with books and students streaming in and out to get their hands on those books. Today Pimp My Book has stores across the country and 16 full-time staff members.

Pimp My Book has grown to a chain of student retail stores and now has its head office in Observatory, Cape Town. Having started with one store at the University of Cape Town, they have since expanded to the universities of Stellenbosch, the Free State and Unisa. They are currently in the process of opening a store at the University of Johannesburg.

Pimp My Book (PMB) specialises in products that students need to succeed in their studies. This includes textbooks, stationery, technology products and accessories. PMB is built on the niche of serving students who struggle to afford textbooks. As such they provide a service where students can buy used textbooks or sell them back for cash. PMB is the biggest and best provider of used textbooks in the country, and is the fourth largest academic bookstore chain in South Africa.

Their bursary division assists bursary funds to save on academic materials that they procure for their bursars. This service ensures that they save money and that academic materials are delivered to their students on time.

Having graduated with a Bachelor of Commerce in Accounting as well as a master's degree in Business Administration (MBA), Mpodumo has dedicated his entire career to Pimp my Book, and has big dreams to expand his stores to every university in the country. Ultimately, he believes that his business is making a positive contribution to tertiary education in South Africa, pointing to the Fees Must Fall movement that has come about in recent years in the sector. Pimp my Book provides a workable solution to thousands of students who cannot afford brand new textbooks – ultimately helping to ease the burden of the high cost of tertiary education.

The Clothing Bank

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TRACEY CHAMBERS

The Clothing Bank (TCB) was founded in February 2010 in Cape Town, South Africa by Tracey Chambers and Tracey Gilmore.

Their vision is to ***inspire, skill and support unemployed South Africans to eradicate poverty in their lives.***

They achieve their vision through empowering unemployed women (95% are mothers) and men (90% are fathers) to start small businesses so that they can become financially and socially independent.

They believe that becoming a self-employed business owner is something everyone can do, irrespective of education levels and resources, as long as the person is self-motivated and well supported (mentally and emotionally). They have been operating for seven years and have learnt and experienced a tremendous amount about how to engage people on their path to self-determination.

They have four projects that support their mission in different ways:

1. The Clothing Bank Enterprise Development Project – supports unemployed mothers to become informal clothing retailers.
2. The Appliance Bank Project – supports unemployed men to establish businesses that repair and sell home appliances.
3. The Grow with Educare Centres Micro Franchise Project – enables women in poor communities to establish excellent sustainable fee-paying early childhood development centres.
4. The Amazi Project – trains nail technicians and places them in Amazi stores.



TRACEY GILMORE

They have five branches nationally (Cape Town, Paarl, Johannesburg, Durban and East London) that can support up to 800 small business owners per year. The Clothing Bank has supported over 2 000 women to start a retail business in the last eight years. Collectively beneficiaries in their Clothing Bank and Appliance Bank programmes made R30 million in profits for themselves in the last 12 months. They have established 21 Grow Schools that provide quality education to 760 children and have trained over 170 nail technicians.

FINALIST PROFILES
MOST
INNOVATIVE
BUSINESS

FruitLips

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Liebre Jacobs and her partner Elouise Josephs established FruitLips in February 2014 and positioned the business by stabilising people, markets, finance and infrastructure. They saw an opportunity in the market to connect people, fruit and business in the Piket-Boberg area. FruitLips is a fruit manufacturing company delivering jams, marmalades, chutneys and fruit in syrup to selected retail stores. The focus of FruitLips is to create fresh, hand-made jams while retaining the highest quality of standards. The aim of FruitLips is to infuse this bespoke product with the re-energising and tranquil feelings the mountains give in every bite of the home-made jam.

Slowly and painstakingly, Liebre and Elouise, are growing FruitLips into a solid business. Their one objective is to create jobs for an energetic and positive group of people. Not only is FruitLips creating sustainable jobs, but building accountable citizens.

FruitLips is an ecologically full-circle company that recycles water to use in their processes. The peels and pips of the fruit used and the fruit offcuts are turned into biological fertilizer by using red earthworms.

The artisan products of FruitLips are for the refined foodies and “lekkerbekke”. Initiative and new concepts are the drive, creating vibrant new fruit-related products.

Liebre and the team are excellent examples of people who are creating opportunities through discipline and hard work.

Have You Heard Marketing

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hyh was launched in 2008 as South Africa's first specialist word-of-mouth agency. Since then they've turned heads in the traditional advertising world as a unique insights and influencer-informed organisation.

Recognised in 2015 by Fast Company global magazine as one of South Africa's 10 most innovative companies, and placed in the World Top 100, they're able to harness and activate the value of the most current and influential groups of the country's ever-shifting cultural landscape.

With a presence in the UK and South African markets, they now employ over 60 staff members across various disciplines, and are focused on generating fully immersive, integrated campaigns from the very leading edges of an ever-shifting culture. Co-founders Ryan McFadyen and Jason Stewart were nominated by Fast Company magazine as one of the 30 most creative business leaders within South Africa in 2016.



Jason Stewart

Jason started his career in traditional advertising. His challenger mindset led to hyh's approach to the creative journey. His passion to gather and utilise relevant insights in building consumer journeys that speak to the truth of consumers' lives continues to push his innovative approach to getting even further immersed in the stream of consumer consciousness.



Ryan McFadyen

Ryan, conversely, started his career in traditional marketing. This foundation built his unique strategic approach to advertising that blends traditional marketing theory, influence and behavioural science to yield maximum effectiveness for brands.

In 2008, Ryan and Jason decided to merge their ways of thinking to launch an agency like no other – one that was literally immersed in the consciousness of South African culture and conversation, and had the ability to amplify branding relevance at scale, and in the moment.

Whipping the Cat

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Whipping the Cat was founded in late 2013 with a strategic vision to be a dominant NewLaw firm and preferred fixed-cost legal partner to modern small and medium-sized businesses. Their key practice area is corporate and commercial law. In a short time they have grown their brand and reputation and are acknowledged as a credible game-changing alternative to the traditional small law firm in South Africa. They have strategic alliances with specialist law firms, tax specialists, wealth managers/insurers to provide seamless, value-adding services to their clients.

They invest in their people (currently a team of five lawyers and a coordinator) and use technology to improve accuracy and quality, streamline workflow and manage their knowledge capital - all of which adds value and ultimately reduces costs for their clients. They have offices in Cape Town, work extensively in Johannesburg and have clients throughout South Africa.

Graeme Wilson has a BA LLB, HDip Tax from the University of Natal and was admitted as an attorney of the High Court in 1996. Graeme is a member of the Corporate Lawyers Association of South Africa and the Institute of Directors. He is a member of the editorial board of LBC Wise Counsel (UK) and has served as a facilitator at the annual LB Cambridge seminars held at Queens College, Cambridge. With LBC Wise Counsel he co-produced and ran a Legal Skills Symposium in Johannesburg and Cape Town.

Graeme was interviewed on CNBC Africa's Entrepreneurial Edge following the launch of Whipping the Cat and has been interviewed for Laws of Life on Cliff Central, the Business Live Show on Hashtag Radio and the FNB Business Show. He is a regular presenter at legal conferences and he also conducts legal skills training.

FINALIST PROFILES
BUSINESS WITH
GLOBAL REACH

Afrigetics Botanicals

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Established in 2008 by Director Steve Hurt, Afrigetics Botanicals is currently one of the leading exporters of Southern African medicinal herbs, teas, oils and foods to the international wellness and pharmaceutical industries. Their areas of expertise include horticulture, African ethnopharmacology, agri-processing and sustainable wild harvesting - which they diligently combine with a robust business model and an extensive exporting infrastructure ensuring that their business remains both profitable and ethical.

Afrigetics Botanicals is a licensed distributor of protected/indigenous flora, including CITES flora, and is registered as a food facility in the United States FDA and as an importer in the Korean FDA. They are passionate about discovering, protecting and developing the botanical wisdom of Africa and finding new ways to unlock the potential of this continent.

Afrigetics is constantly looking for expansion and improvement opportunities that will enable them to increase sales to foreign buyers. This takes the form of investment into their joint-venture manufacturing facility, employing new sales staff, streamlining logistic processes, upgrading quality control and assurance standards and attending key trade shows within their market.

Foxolution

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Kerry Motherwell's life was intertwined with oxygen solutions almost since birth, and throughout his youth and working career it played a big role in his life and those around him. In 2003, he graduated from Business School with an Executive MBA, having obtained a first for his dissertation from the University of Hull in the UK.

In 2003, First Oxygen Solution (Foxolution) was formed. He started the company in a small study at the back of his house in Kommetjie, with no money or access to money other than from his credit cards or access bond. Nonetheless, through hard work (building systems in his garage in the evenings after having worked the entire day) he was able to open a small office in Tokai and employ a Chemical Engineering student who had to rewrite some of his final-year subjects. His son Craig joined them then, having spent a gap year in the UK.

They managed, but working out of a garage wasn't the best. They then rented a small workshop in Sunnysdale – Unit 1. Unit 2 followed soon after, where after they purchased the land and the buildings. They have grown steadily over the years, developing new products and designing small, containerised hospital systems for Africa – specialising in on-site oxygen and nitrogen generators. They now have a number of these systems installed across Africa and apart from the head office in Cape Town, also have offices in Johannesburg and Ghana. The one installation that really encourages Kerry is the plant in Rwanda, where he was able to visit the maternity ward and see pre-mature triplets struggling for life, yet surviving, breathing the oxygen from his plant. In fact, words can't describe the feeling. It's amazing.

If Foxolution can continue to make a difference and save lives, then in Kerry's mind, they have embraced their life's calling.

MPULL

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DARYN SMITH



GRAEME WILSON

Daryn Smith and Graeme Wilson founded MPULL in 2013 in South Africa.

Having seen wasted and ineffective sales and marketing in the corporate sectors, and both having founded companies that needed better growth solutions, their founding mission was to make sales and marketing effective.

MPULL was formed as a customer journey development and optimisation agency, and partnered with HubSpot, a growth platform, in order to scale, automate and measure customer journeys, ensuring return on investment in sales and marketing.

Within 11 months, MPULL became a platinum-status HubSpot partner and became well known within the ecosystem for their centre of excellence based in Cape Town that was training graduates in customer journey development and automation.

In 2015, this gave MPULL the opportunity to work with agencies within the HubSpot partner programme, providing execution of work from their Cape Town-based centre and consulting services to assist these agencies to grow.

Since transitioning to include working with international companies, MPULL has worked with over 65 agencies from around the world and is expanding beyond the HubSpot ecosystem to support the channel programmes of other sales and marketing technology platforms.

MPULL's execution centre in Cape Town continues to innovate, and has a business development presence both in the USA and the UK.

PERA 2017 JUDGES



DORIS VILJOEN is a senior futurist at the Institute for Futures Research and has specialised skills in strategy development and environmental strategic awareness. She has consulted leading listed organisations in South Africa and abroad. She is a curious, forever-learning optimist, passionate about consulting with business leaders to connect the 'dots on the horizon'. As Senior Futurist, she endeavours to interpret global trends and assess their relevance for South Africa and Africa. Doris has postgraduate qualifications in business management, education, project management as well as an MPhil in Futures Studies. She has a wide range of research interests and is passionate about asking the right questions, searching for and

finding the data that could inform decisions and sharing the results of her findings in the interest of providing clients with strategic advantage. As speaker, she is able to turn abstract concepts into digestible and actionable pieces of information. Her presentations mostly focus on the emerging 'dots on the horizon' and she guides decision makers toward options for shaping their preferred futures.



GORDON SHARMAN was appointed Manager, Enterprise Development Centre, Western Cape in January 2015. Gordon has 30 years' service at Absa Bank and has enjoyed a diverse career across the Retail and Business Bank Divisions in portfolios that varied from Service, Operations and Sales to Management and Leadership. He spent a big part of his career in the Enterprise Banking space in the Western Cape. He is responsible for managing the Western Cape Enterprise Development Centre and ensuring that all sectors of business in the Western Cape receive the right support in obtaining and growing Enterprise Clients. Gordon's academic qualifications

include a postgraduate diploma in Professional Sales Management (UCT 2012), Bachelor of Commerce (Banking) degree and a CAIB through the Institute of Bankers SA.



MISHINGA KOMBO was born in Zambia and came to South Africa 15 years ago to study politics and law at the University of Cape Town. After getting a master's degree in International Law, she spent time working in the US before returning to SA to complete her articles of clerkship to qualify as an attorney. Mishinga was delighted to be offered the chance to join Transformation Director Suzanne Ackerman-Berman's team at Pick n Pay in August 2014, where she and her colleagues help small suppliers to grow their businesses. Mishinga is passionate about helping people bring out the best in themselves and is a big believer in gaining new skills and knowledge. She is currently completing a postgraduate diploma in Tax Law. She

worked for the UN for Kofi Annan, and while in America attended The Jerry Springer Show! She has also appeared on the SA version of The Weakest Link and an SABC TV cooking show, Take a Biscuit. She also entered MasterChef SA with her daughter and volunteered at her children's schools as a mentor.



NAWAL RAMASAR (BSc; MBA), is based in Cape Town. He is a strategic development and marketing entrepreneur with over 35 years of business experience in manufacturing, franchising and retail marketing of fast-moving consumer goods. As an entrepreneur, he has also owned and operated his own franchises, and is invested in a group of Famous Brands franchises. Nawal has been practising as a retail consultant since 2008 and more recently (since 2013) as a business coach through his company BusinessXL. Nawal has extensive business interests and serves on various boards, including empowerment group Lungisa Investment Holdings (Pty) Ltd. He is also a director of the following companies: the City of Cape Town's Central City Improvement District (CCID), Hyperception Properties, JKNK Investment Holdings (Pty) Ltd, Zolilo Investment Holdings (Pty) Ltd, and Ramasar Foods cc. His key strengths include facilitation, business development and marketing, business turnaround strategies, negotiation, retail management, franchising, funding structures for SMEs and property development (retail, commercial, industrial and residential).



SIMON MANTELL started his formal working career in 1976 as a 13-year-old selling mirrors door to door after hours to home owners in the newly built Mitchells Plain. He qualified as a CA(SA) in 1986 and immediately went into business on his own. Having a risk-averse nature allied with a lack of access easy to capital in the 1980s meant that his ventures in their formative stages could best be described as "low initial capital investment bucket and spade initiatives".

In 1988 he started Mantelli's with one employee and over the years Mantelli's has evolved into a manufacturer of premium biscuits, supplying nationally and into selected markets in Europe.

He believes that South Africa is pregnant with opportunity for determined and entrepreneurially minded individuals to succeed and that opportunity, notwithstanding all the obstacles, exists everywhere and that "labour-hungry" SMEs can facilitate significant skills transfer between owners and employers, which is so necessary in combatting our country's massive unemployment figures.

Simon takes a keen interest in the print media and writes the occasional op-ed piece for Business Day and other national newspapers on contentious business and societal-related matters.



ARIFA PARKAR was born in Zanzibar and grew up in the Seychelles, Mauritius, and Mumbai, India, and completed her formal education at the University of Bombay and Mumbai with a BA degree in Economics and Politics as well as an LLB degree in 1985. The same year she qualified in Business Management. Later she completed TEFL and a subsequent Marketing Management course with additional training in Management Development at Stellenbosch University in 2006. In 1999 she joined the Department of Economic Affairs and Tourism where she was, inter alia, responsible for the Department's Business Promotion Desk, promoting business in the Western Cape and partnerships with overseas market with a special focus on Italy. After a short break from work, she landed at the Cape Chamber as Marketing Manager, and later as Manager of International

Stakeholders Desk. Arifa is an active member of Women in Motion, mentor on the Allan Grey Orbis Foundation as well as Wesgro. Arifa left the Chamber in April 2012.

Once again Arifa was offered a new challenge: the position of CEO at WECBOF (Western Cape Business Opportunities Forum). In 2016 Arifa once again took the challenge of empowering youth. She was involved in the Artificial Intelligence Programme. She took 50 youngsters to Germany for two weeks. In partnership with IBA-Global and Liaport these youngsters will be trained for a year in South Africa and be ready for the world. In 2017 Arifa decided to do more than just service her members with the normal membership services, she started the Lens to Opportunity where 20 WECBOF members are being trained for development to the next level. Arifa uses her connectivity around the world and her network to build relationships and find new joint ventures for prospective businesses, language and culture being no barrier to her. She is "a United Nations" on her own.



ERICA ELK is the Executive Director of the Craft and Design Institute NPC (CDI), which she was appointed to establish in November 2001 (then the Cape Craft and Design Institute), following a Western Cape provincial government research study into the needs of the craft and design sector. A visual artist by training, she has, in her professional career, worked as a writer, designer and strategic project manager across a range of platforms in the arts, culture and development arena.

From two people and a database of 63 craft producers, the CDI now has a core staff of 45 and a database of over 17 000 people who benefit from information on the activities of the CDI.

From this database, in the last financial year, 3 825 creative enterprises made use of CDI services that include business, product, market and design support. The CDI now operates nationwide across all nine provinces – it is the leading sector development agency in South Africa, mandated to support the flourishing creative sector.

Erica is a combination of practitioner, implementer and strategist and plays an active role in formulating strategy and policy for the creative industries regionally and nationally.



GUY HARRIS operates in the venture capital space where he assists companies with 50 or less employees to scale up to reach as many as 500 employees. He is currently assisting two Khayelitsha-based start-ups in providing work opportunities. He is also in the process of establishing an S12j venture capital company.

Guy holds positions in two South African engineering companies: chairperson for Novelquip, and board member of Booyco Engineering. Additionally, Guy is on the board of the South African Bureau of Standards where he chairs their risk committee. He chairs the City of Cape Town's audit committee and is a member of the audit committees of national parliament and the Western Cape Gambling and Racing Board. He is also vice chair of Northlink TVET College and is on UCT's Intellectual Property Advisory Committee and Private Equity Advisory Group.

Guy was the financial director at the South African Sugar Association, and has 20 years' listed company experience as a commercial director at Bell Equipment Limited and managing director at Avis Rent a Car. Prior to this, he was the Managing Partner of Deloitte Consulting, Durban. He earned his CA(SA) with honours in 1977.



JONATHAN JACOBS is a Qualified Certified Forensic Examiner. He currently runs and manages his own company, Skylar Investment Holdings (Pty) Ltd, with interests in media, technology, consulting, hospitality, green energy, events and brands. He was previously an Executive Director of the Business Innovations Group and administered the Western Cape Offices for Morvest Business Group, an entity listed on the JSE Alt-X, and prior to this he headed up the National Forensic Practice for SAB&T Inc, Chartered Accountants. He recently started the Catalytic Tourism Fund (Pty) Ltd to acquire minority shareholding in some of the large tourism entities.

Jonathan currently serves on the board of Cape Town Tourism and is the current chairman of FINCO. He is also the HONORARY CONSUL of Sri Lanka in Cape Town. He also serves on the board of the Cape Chamber of Commerce and Industry as the Deputy President. He has recently been appointed to the Board of Advisors for the following: Youth Initiatives, Centre for Entrepreneurship at False Bay College and AISEC, an intern placement programme for graduates based at the University of Cape Town.

Jonathan enjoys creating collaborative partnerships, connecting people, devising and implementing strategy, pioneering new business, thought leadership, marketing through relationships and overall business acumen.

He serves as the board member of She-chem, an NPO situated in Hanover Park, where he oversees the development of around 1 000 children, with the primary focus on building self-worth and confidence in children who have been challenged by their circumstances.



MARK VELLA inspires and leads executives, entrepreneurs and organisations to exceptional performance at work, at home and in life, guiding them to make better choices that produce real results. With over 26 years' experience, he has worked with over 3 000 clients, entrepreneurs and businesses, and started a few himself.

He grew up with a love for knowledge and learning. He studied medicine, business, health, and a whole bunch of other stuff. He had to first learn to explain and teach things to himself. It became a natural extension to do this for others, and to build things like business systems. He has developed a passion for content, gamification and data visualisation.

His qualifications, skills and experience gained over the last 30 years have given him the ability to lead and manage projects, set strategy and direction, develop human capital and leverage content for his own businesses and others. Over the years he has worked in design, business, wellness, medicine, entrepreneurship, and public speaking, amongst others.

These days he is building his mentoring practice and brand, advising small businesses and entrepreneurs, and careerists. He focuses on developing the brand, concept and business model of his clients and is a seasoned adjudicator.



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