

WESTERN CAPE GOVERNMENT

CAPE ENTREPRENEURS SHINE



Premier's Entrepreneurship Recognition Awards celebrate the Western Cape's top entrepreneurs.

THE WESTERN CAPE'S top entrepreneurs were recognised at the inaugural Premier's Entrepreneurship Recognition Awards, which took place in late 2013.

The overall winner received an all-expenses paid trip to represent the province at the world's most prestigious international entrepreneurship conference taking place

in Moscow in 2014, a prize worth R100 000. Other winners received prize money that ranged between R15 000 and R50 000.

"The awards form part of a campaign to foster a culture of entrepreneurship in the province, and to give deserving entrepreneurs the chance to grow their businesses and create jobs for fellow citizens," said the

Minister of Finance, Economic Development and Tourism, Alan Winde. "It's important to recognise and reward small businesses that do well. They are the engine room of our economy. In this province, our number one priority is to grow the economy and create jobs, and SMEs make a significant contribution to that goal," he added.



OVERALL WINNER



(From left): Premier of the Western Cape Helen Zille, overall winner Ludwick Marishane of Headboy Industries, and Minister of Finance, Economic Development and Tourism, Alan Winde.

BEST STUDENT IDEA AWARD AND INNOVATION AWARD: HEADBOY INDUSTRIES

HEADBOY INDUSTRIES is primarily an invention-development and commercialisation company. Its goal is to become the home of African innovation, providing global solutions to so-called 'bottom of the pyramid' markets. The company is known for its novel innovation – DryBath. DryBath is the world's first germicidal bath substituting skin gel. It's a proprietary blend of cleansers and moisturisers that is the first and only skin gel to be specifically made to substitute bathing. Headboy Industries has been selling DryBath to airlines, armies, and disaster charities all over the world. Other clients include music festival organisers, mining companies, hospitals, and other organisations needing to provide convenient hygiene and cleanliness to their clients.



Michael Silver from Stretch Experiential Marketing

EMERGING BUSINESS: STRETCH EXPERIENTIAL MARKETING

STRETCH EXPERIENTIAL MARKETING is an award-winning, boutique brand experience agency. Established in 2009, Stretch develops creative concepts for national campaigns. Its clients include Adidas, Ceres, Chevron, Elizabeth Arden, Kraft and PepsiCo. Being in a creative industry, it's imperative that Stretch is able to create unique and innovative client solutions relevant on a global scale. Over the past 12 months, this has included executing a number of 'world first' campaigns, including the world's first floating vending machine, the world's first

heat activated machine (both Lipton Ice Tea), and finally the world record attempt for mass spooning (Stimorol).

With the growth of social media globally, Stretch is also one of the first agencies in South Africa to seamlessly integrate PR and digital media into its campaigns. The agency name itself was derived from the need to 'stretch budgets, experiences and reach'. As an example, at a live event staged for Stimorol where only 8 000 students attended, 500 000 people were reached through exposure on their Facebook newsfeeds.



Paul Raphaely from NoMU Brands



ESTABLISHED BUSINESS: NOMU BRANDS

For 13 years, NoMU has been introducing style, sophistication, innovation and flair into areas wholly ignored by many of the biggest global players in several food categories. Its award-winning and distinctive packaging has garnered recognition at an international level resulting in listings in some of the world's most prestigious outlets, while still being widely distributed throughout South Africa. Achieving this with no external financing, primarily on the strength of a brand and idea, the company is very proud of what NoMU's story should represent to any aspirational entrepreneur.

EXPORT BUSINESS: ABAGOLD LIMITED

ABAGOLD LIMITED cultivates abalone, the world's most desirable seafood, in close harmony with nature at the southern tip of Africa. The pristine water of the Atlantic Ocean provides all the necessary nutrients for the highest quality abalone that is exported all over the world to loyal clients. Abalone aquaculture is a pioneering industry, and over the last 20 years the company has had to design and build most of the infrastructure, systems and procedures to be able to successfully farm their abalone.

While upgrading its pumping capacity, Abagold also introduced an innovative way to remove solids and heavy particles from the incoming seawater by way of six giant swirl-separators. These swirl-separators have drastically reduced the load on drum filters and thus increased the water quality delivered to the abalone.

Abagold Limited is the first and, to date, only South African abalone farm with its own Chinese brand and logo, developed specially for the Far East market. In addition, in response to rising electricity costs which threaten profitability, the company has designed a world-first Wave Energy Converter (WEC). This WEC will be built in front of the sea farms and generate up to 4MW of electricity, enough to fulfil the company's energy demand.



Lou-Anne Lubbe from Abagold Limited



Alexander Daniel from Genadendal Hand Weavers

SOCIAL ENTERPRISE: GENADENDAL HAND WEAVERS

GENADENDAL HAND WEAVERS is a weaving programme in Genadendal (Overberg Region) aimed at addressing social development, job creation and the manufacture of unique, export-quality hand woven rugs, tapestries, baskets and related items. It focuses on people and then products. The business prides itself on new product development and the use of sustainable production materials and systems. The enterprise currently focuses on using a by-product of the textile industry (t-shirt offcuts) to weave bright, washable and creative items. All the 'weaverbirds' use flexi-time to ensure that they can balance family duties with work requirements.

GREEN BUSINESS CATEGORY: GREENPOP

GREENPOP is dedicated to urban greening, reforestation and eco-education, and aims to uplift communities and inspire a fun and accessible green movement by planting trees at schools, orphanages and community centres in underprivileged areas. By planting trees together with members of the community, Greenpop's team spreads environmental awareness and encourages people to take ownership of trees.



Lauren O'Donnell from Greenpop