

'Women of Diversity' Workshop in Bay

WOMEN business owners are often faced with many challenges and practical research tells us that support on offer is usually focused on women in start-up businesses.

With regards to this, an exciting new initiative has been launched by IMR International Events on behalf of SA Women Entrepreneurs Network (SAWEN) and BBBEE contributing companies.

The initiative involves a workshop in which women are offered guidance and mentorship based training in running and growing their existing businesses and has attracted support from the Department of Economic Development. HOD for the department, Carol Coetzee, says: "The [Department of Economic Development] is extremely honoured to be associated with this much needed ini-

tiative for entrepreneurial workshops in the city and promoting Black Economic Empowerment. Here's to helping many wonderful women succeed in Zululand."

Top businesswomen including Dr. May Mkhize (KZN Premier's wife) Lindiwe Ngcobo (Chairwoman of SAWEN) and Ingrid Roberts (well-known entrepreneur and Women's Mentor) have teamed up with the Dept and Public Eye to launch these 'Women of Diversity' workshops and will offer training by local banking and investment institutions and by successful businesswomen who want to give back to the community. According to Nqobile Xulu, owner of GX Marketing and Communications: "This is going to give women an opportunity to form a network

throughout their region and to share experiences and advice and also to connect with mentors who will be available to make networks of other women in their own region."

Benefits of the workshop include quality tutorage of non-business educated entrepreneurs, practical, theatrical and networking opportunities. Fun activities have been included and participants will receive 'goody' bags from Edgars and a three course meal for lunch.

The workshop takes place on 12 February in Richards Bay, Mvubu Lodge and runs from 08:30 am to 3:30pm. Only 30 seats are left, so booking is essential. For more information call Nqobile/Tholiwe on 035 799 1300 or mail nqobile@zululandbusiness.co.za.