

# The AFRICAN Entrepreneurship EXCHANGE

A Business Breakfast  
29 September 2016  
proudly hosted by



# Event Summary

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- Following on the success of our inaugural AEE Webinar in February of this year, Makamba Online is proud to present a Business Breakfast, in Sandton, Johannesburg on the 29<sup>th</sup> September, 2016
- Theme: The Entrepreneurial Eco-System (Technology, Markets, Access to Finance, Policy frameworks and other factors that have an impact on African Entrepreneurs).
- Target Audience: Entrepreneurs, employees and established business people.
- Event attendance: 100 attendees, live streaming to over 15 000, access to audience of over 30 000 on the Makamba Online Digital Magazine.
- Key countries: South Africa, Zimbabwe, Kenya, Nigeria, Tanzania, Zambia, Ghana, and other African countries.

# Purpose of event

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- The purpose of these events is to provide a broad networking platform for African businesses with an ultimate focus on developing and uplifting emerging entrepreneurs and giving an audience to entrepreneurship opportunities within Africa.

*Recent research proves that most African entrepreneurs are significantly disadvantaged when compared to their western counterparts, more so when obtaining the necessary seed capital and gaining access to business start-up accelerators, resource centres, training and mentorship.*

- The principal emphasis of this specific event is to give a platform to African entrepreneurs and allowing them access to influential business people with a focus on entrepreneurial knowledge sharing. The event will provide Africans around the continent the opportunity to network, assist, uplift others and exchange thoughts that embolden building African entrepreneurs in businesses by supporting existing and emerging entrepreneurs in business and the SME arena with financial advisory services, business consultancy services, business strategy services and mentorship.

***'Uniting Africans Through Business Evolution'***

# Event concept

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- This event platform looks at giving African businesses an opportunity to engage and network with other businesses, potential investors, business partners and emerging entrepreneurs over a breakfast session in the following event format:
  - Business networking breakfast,
  - Theme: The Entrepreneurial Ecosystem,
  - Keynote Speaker: TBC,
  - Business Panel Discussion: A live streamed discussion with five different CE Level panellists who will provide a platform for multidisciplinary exchange on the discussion topic.

*The event will be rotated quarterly around the African continent, so as to enable delegate accessibility*

# Target Market

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## Target market



# Benefits of being a partner

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- By participating in the **African Entrepreneurship Exchange**, your organisation will have the opportunity to engage at a strategic leadership and entrepreneurship event with other CE level business leaders who are eager to contribute towards the upliftment and development of emerging leaders and entrepreneurs.
- **The Breakfast Exchange allows you:**
  - A platform to create brand awareness through entrepreneurship and leadership encouragement,
  - Build relationships with relevant business leaders and entrepreneurs,
  - A unique opportunity to generate and build business opportunities to take your brand and product offerings out and beyond the event.

# Makamba Online

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## Company Background

**Makamba Online** is a digital platform enabling Africans across the continent and abroad to converse and engage. A platform for sharing knowledge on all things African, with a focus on entrepreneurship and doing business in Africa.

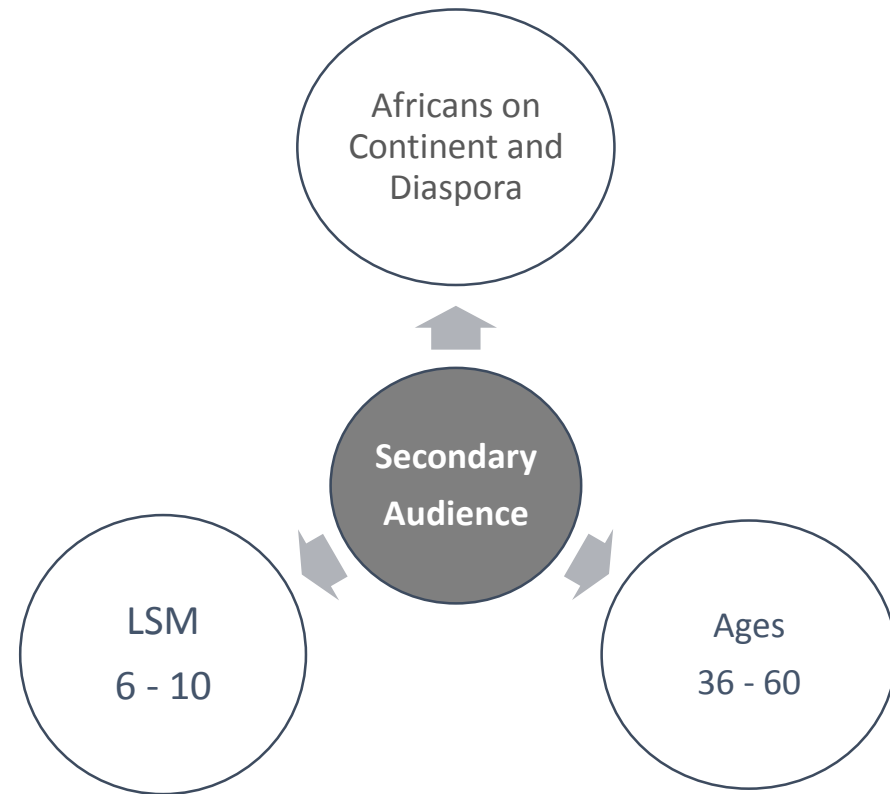
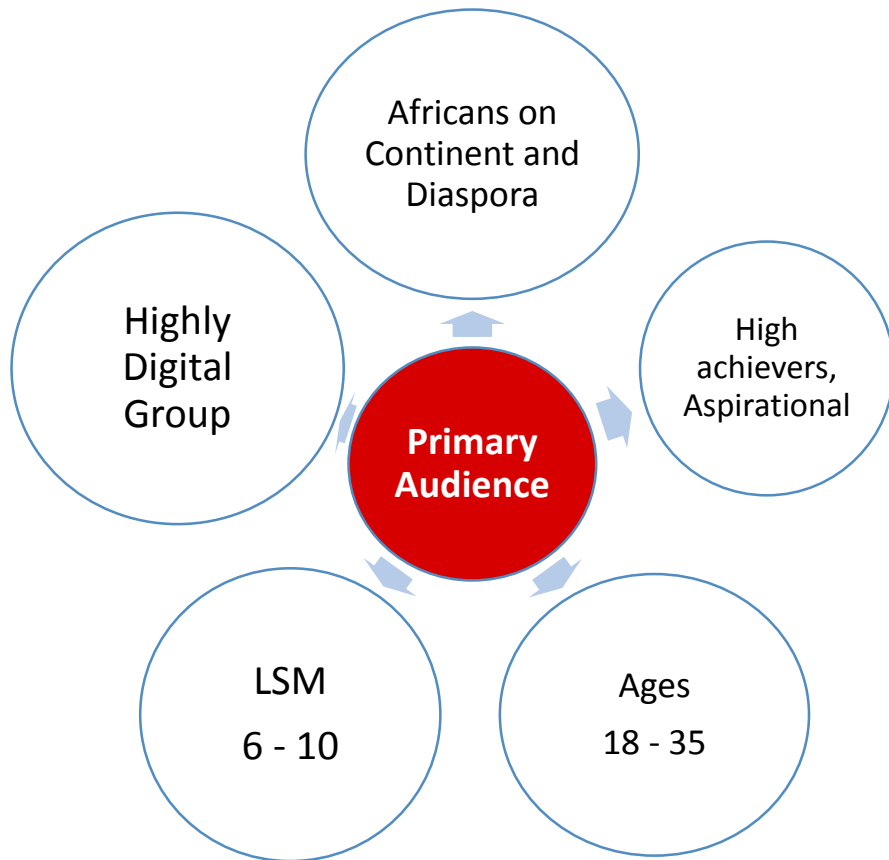
Founded by Dr James Makamba in 2013, it features industry experts, key influencers and contributors who discuss, debate and challenge topics through an African lens.

We, at **Makamba Online** think Africa is amazing. It is bursting with rich culture, real experiences, good stories and boundless opportunity, and we want to help you to find it, connect with it and grow with it. **Makamba Online** covers topics that Africa cares about and conversations that are burning on Africans' lips.

Africa be heard!

# Our audience

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# Our reach (April 2016)

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## Page Views

Monthly: +15 000

\*Total number of page views

## Sessions

Monthly: +10 000

\*How much traffic the site has

## Users (unique)

Monthly: +7 500

\*Those that have had at least one session on the site

## Demographics

Top countries with the most sessions (on average per month):

South Africa

Zimbabwe

Kenya

United States

Nigeria

United Kingdom

## Newsletter

Weekly reach: +2 000

## Social Media

Makamba Online Facebook: + 23 400 likes

Makamba Online Twitter: + 2 100 followers

Dr James Makamba Facebook: + 338 000 likes



# Conclusion

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The **Makamba Online site** has been designed to offer advertisers, sponsors and partners prime space to market and advertise their brands through the online news portal and weekly electronic newsletter sent to subscribers.

The Makamba Online events serve as an alternative platform for sponsors and partners to engage with African businesses, business leaders and entrepreneurs through uplifting emerging entrepreneurs and opening entrepreneurship opportunities within Africa.

For more information about these unique opportunities contact:

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