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Following the launch of the MultiChoice Innovation Fund yesterday, the first in a series of regional seminars around this exciting new funding and development initiative took place in Durban yesterday.



MultiChoice Group, in partnership with the KwaZulu Natal Department of Economic Development, Tourism and Environmental Affairs and Trade and Investment KwaZulu Natal will host entrepreneurs and SMEs under the theme of 'Spurring a culture of innovation within the SME segment of South Africa'. The seminar aims to further the goals of the Innovation Fund by driving innovation in the tech and video entertainment sector and unearthing entrepreneurs with unique business ideas.



"The video entertainment industry – and indeed the world as we know it – is on a fascinating digital trajectory and we need to ensure that we are ahead of the pack if the continent's entertainment industry is going to continue to grow and be globally competitive," says says Calvo Mawela, MultiChoice Group CEO. "We hope that our Innovation Fund will spur original thinking and exciting new ideas that will lead to breakthrough moments for emerging entrepreneurs."

The aim of the regional seminars is to extend the reach of the Innovation Fund to black entrepreneurs across the country. The seminars also provide a platform to identify business prospects, understand unique challenges and highlight the various funding and business development opportunities.

This first seminar in Durban will be a great opportunity to meet with key stakeholders, network with fellow entrepreneurs and learn about trends in the ICT and media sectors, both nationally and globally.

MultiChoice appreciates the support from the KwaZulu Natal Department of Economic Development, Tourism and Environmental Affairs and Trade and Investment KwaZulu-Natal to host the seminar for entrepreneurs and SMEs in the province.

The one-day seminar in Durban will include exciting and inspiring presentations by various speakers, namely Honourable Ms Nomusa Dube-Ncube, the MEC for Economic Development, Tourism and Environmental Affairs, Neville Matjie, the CEO in Trade and Investment in KwaZulu-Natal, the founder of ShopLi, Nureshka Viranna, and Joe Heshu from MultiChoice Group.

"By investing in and developing entrepreneurs with innovative businesses ideas, MultiChoice is helping to shape the industries of the future," concludes Mawela.

For more information, interested businesses can email [innovationfund@multichoice.co.za](mailto:innovationfund@multichoice.co.za) or click [here](#) to visit the Innovation Fund page.

