

Fairlady Women of the Future 2015 Awards announced

The Fairlady Women of the Future 2015 Awards, in partnership with Santam, have announced the inaugural winners. Boitumelo Ntsoane, MD of Afrilink HealthCare, was awarded the title in front of 100 VIP guests at The Maslow Hotel in Sandton on 19 August 2015. The Fairlady Rising Star 2015 Award winner is Amy de Castro, owner of Bamboo Revolution, a producer of unique bamboo and leather wristwatches.



Winners Boitumelo Ntsoane (Fairlady Women of the Future Award) and Amy de Castro (Rising Star Award)

Ntsoane, who owns a primary health care service, was elated with her win, stating that it further reinforced the feeling that she is on the right track to expanding her business empire. "It is an affirmation that I am stepping into my purpose and that I should just keep going. I feel that I do not just have a job, but that I am living my purpose."

De Castro adds, "Hopefully I can inspire young entrepreneurs - particularly women. There is so much opportunity out there - you just have to grab hold of it. It is a challenge being a young woman entrepreneur. I learned quickly to have a strong backbone and not to take things personally. You have to look at the challenges as opportunities to grow and learn."

The judging panel included Public Protector Thuli Madonsela; Santam executive head of Brand, Yegs Ramiah; author, motivational speaker and former PA to Nelson Mandela, Zelda La Grange; television presenter, MC and businesswoman Gerry Rantseli Elsdon and Fairlady editor, Suzy Brokensha.

"Being on the judging panel was rewarding," says Brokensha. "It wasn't only the business ideas that were inspiring - although there were so many really smart ideas. The women themselves were incredible. South Africa produces formidable entrepreneurs, but these women were in a league of their own."

"Being a part of the FairladyWomen of the Future Awards has been a privilege," says Yegs Ramiah, Santam executive head of Brand. "The entrepreneurial spirit, the drive and determination displayed by each participant instils a sense of pride in the women of our nation - they are trailblazers. They were all deserving of their spot in this competition but unfortunately, there could only be two winners. The high calibre of their business ethics and quality of their operations has earned our winners their titles."

Read more about the winners and their businesses in the latest issue of the magazine, on sale 24 August 2015.

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