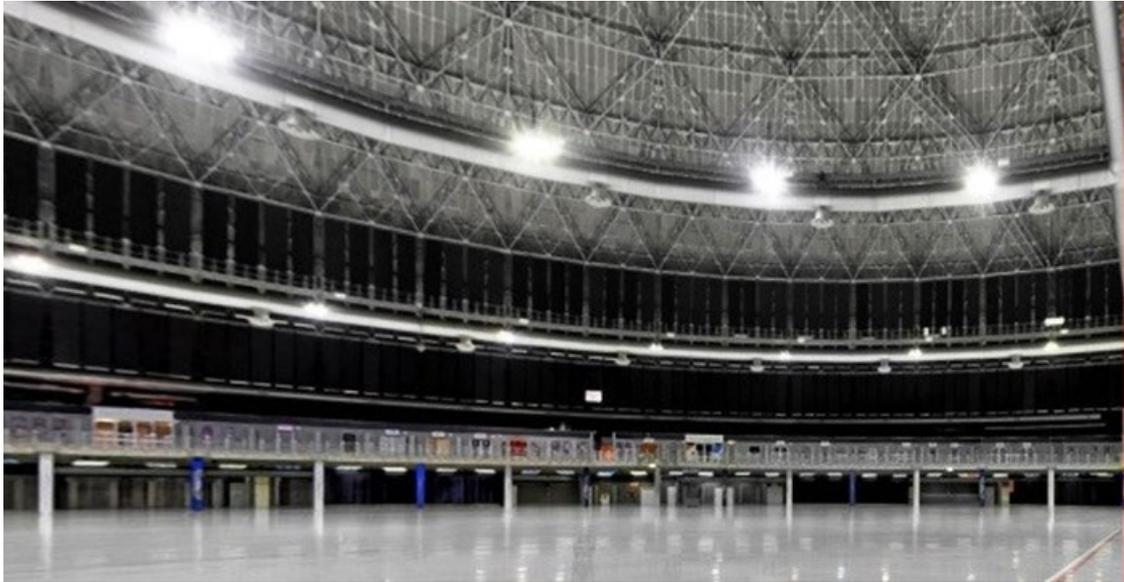


Finalists ready for South African leg of Creative Business Cup

For the first time, Gauteng entrepreneurs entered the Creative Business Cup, a Global Entrepreneurship Network event, which has been championing emerging enterprises in the arts across the world for the past six years.



Ticketpro Dome, where Small Business Expo will be held. © [Creative Cup SA Facebook](#)

The finalists will present to the judges within the Small Business Expo from 31 August to 2 September 2017 at the Ticketpro Dome in Randburg. The event will take place across two stages with broadcast, print and digital media invited to the competition. The public are welcome to participate in the business skills bootcamp and to watch the pitch camp and the pitching competition. The lineup of speakers and judges, who are all experts in their fields, will ensure that the bar is set high for future events in all provinces.

From the ten finalists, one winning South African will go forward to the Copenhagen finals to face creative arts business winners from over 60 countries.

Each year, the Creative Business Cup competition rewards outstanding creatives by empowering them with business competencies, strengthening their innovative capabilities and connecting them with investors and markets. It also helps to change people's attitude toward the creative industries.

Entrepreneurs in the arts are often not respected as professionals in the way that people in other professions are, yet these

undervalued people add over R91bn to the South African economy each year, according to the Arts and Culture Minister. By acknowledging the valuable contribution of this sector, the competition recognises their 'real jobs', while they make a meaningful difference in society, to employment and to the economy.

To view the finalists, click [here](#).

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