

Denmark beckons Smir Design after winning local Creative Business Cup competition

The inaugural South African leg of the international Creative Business Cup competition has been won by Smir Deigns, which produces pet-friendly soft furnishings, scatter cushions and synthetic rugs.



The finalists and judges at the inaugural Creative Business Cup South Africa.

The company now goes on to compete in the global competition in Copenhagen on 16 November 2017, where more than 60 other national winners will be pitted against one another.

Judges

The presenters and judges were Alexander Simpson, Bongi Dhlomo, Bra Willy Seyama, Darlene Menzies, David Hounson, Dylan Piatti, Eugenie Drakes, Fredell Jacobs, Grant Newell, Kgomotso Mautloa, Lazola Belle, Lufuno Muthubi, Marang Marekimane, Mawetu Soga, Mohammed Jogie, Neo Rakgane, Petro Bothma, Phuti Manguba, Precious Mvulane, Shirley Anthony, Sibusiso Mkhwanazi, Thabang Butelezi and Thapelo Tsiu.

This year, the competition was held in collaboration with Small Business Expo where contestants were trained in pitching, in pursuit of the national crown. The contestants were Brainbow Conscious Creatives, BrownChild, Ciamsomi Promotional Products Solutions, Creative L'amour, EmagAlex Parks, Hustlenomics, Modular Innobox, Smir Design, and South Revolution. Short clips of the pitches can be watched [here](#).

In 2018, Creative Business Cup South Africa will be inviting startups in the arts to apply to participate in provincial run-offs and the winners will again compete for the national crown and the opportunity to represent South Africa against all the world's winners in Copenhagen.

For more, visit: <https://www.bizcommunity.com>