

**INTERNATIONAL ENTREPRENEURSHIP & ENTERPRISE DEVELOPMENT  
CONFERENCE/WOMEN ENTREPRENEURSHIP SUMMIT 2017**

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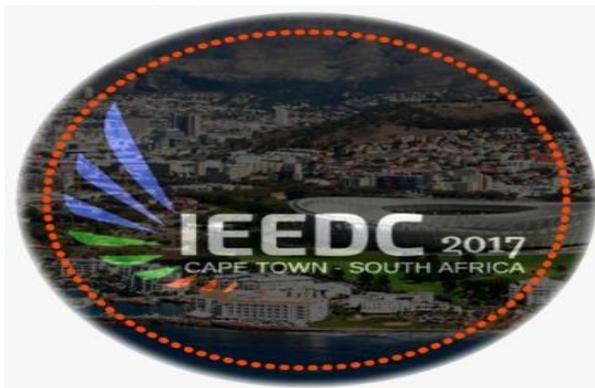
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**For Immediate Media Release:**

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CONFERENCE/WOMEN ENTREPRENEURSHIP SUMMIT 2017**

**16-18 IEEDC**

**18-19 WES 2017**



**IEEDC** Registration for IEEDC & WES now open! Contact Us: [www.ieedc.org](http://www.ieedc.org), [wes@ieedc.com](mailto:wes@ieedc.com), [info@ieedc.com](mailto:info@ieedc.com)

**INTERNATIONAL ENTREPRENEURSHIP & ENTERPRISE DEVELOPMENT CONFERENCE 2017**  
16th to 18th & 18th to 19th November, Cape Town, South Africa  
The vision for the IEEDC 2017 conference is to advance knowledge about "Generation Z", the generation born after the millennial that is emerging as the next phenomenon for market researchers, cultural observers, and trend forecasters

**Keynote Speakers**

Prof Ricardo Peters, Prof Chux Iwu, Prof Mammo Munchi, Dr Nnamdi Madichie, Dr Yogesh Sihna

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**WES 2017**  
**WOMEN ENTREPRENEURSHIP SUMMIT**  
**Keynote Speakers**

Yolanda Shields, Dr Norma Juma, Dr Melodie Botha, Dr Judey Pretorius, Dr Bridget Irene

## **Concise Media Brief:**

### **About:**

#### **International Entrepreneurship & Enterprise Development Conference and Women Entrepreneurship Summit 2017.**

The theme for the **International Entrepreneurship and Enterprise Development Conference 2017** is *Extending Entrepreneurship Research in New Directions: Demystifying the Generation Z Entrepreneurs and their Probable Impact on Emerging Economies*. The vision is to advance knowledge about “Generation Z”, the generation born after the millennials that are emerging as the next phenomenon for market researchers, cultural observers, and trend forecasters. There is currently an outpouring of scholarly interests in this demographic juggernauts and they are primed to become the dominant influencers of tomorrow in technology. They are considered to be the first truly digital native generation. In entrepreneurship, they have been described as people with “entrepreneurship in their DNA”. It is anticipated that Generation Z will influence marketing, branding, controversial political issues and change the discourse on race relations.

**The Women Entrepreneurship Summit** which begins as the IEEDC 2017 wraps up. This annual summit brings together women entrepreneurs, key stakeholders in the financial sector throughout the continent, as well as influential global business leaders and policy makers, to look at how to put women at the center-stage of the African finance and economic development agenda to realize Africa's potential. Particularly, the theme for the Women Entrepreneurship Summit 2017 is Exploring the Hand-in-Hand model of Entrepreneurship. This is an approach based on the philosophy of self-help, providing training, skills, and support to enable poor people, particularly women and community in general, to build and sustain independent, market-based, economic activities.

The conference will comprise of a number of plenary sessions chaired by experts in the field of entrepreneurship and business strategy as well as break-out sessions that will feature presentations and discussions by prominent academics, policy makers, private sector actors, opinion leaders, young African researchers and representatives from the business community.

### **Target Market:**

The International Entrepreneurship and Enterprise Development Conference will bring together:

- policy-makers,
- researchers & academics,
- entrepreneurs /SME owners from Africa and around the world
- Financiers and banks
- Governmental and non-governmental agencies
- Business experts, analysts and innovators

- Media and news agencies in the entrepreneurial and business sector

The idea is to make strategic contributions to the discourse in the context of post-millennial entrepreneurship and enterprise development agenda. The conference will provide an opportunity to assess the probable impact of **Generation Z** on current business strategies; gender inequality and women empowerment; and formal and informal business development agendas.

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