



IEEDC Conference Series

Organisers of

**International Entrepreneurship and Enterprise
Development Conference (IEEDC) and Women
Entrepreneurship Summit (WES)**



NPC NUMBER: 2017/209417/08

Dear Madam/Sir,

Invitation to Participate in the IEEDC and WES 2017

We have the pleasure of inviting delegates from your organization to participate in the “1st International Entrepreneurship and Enterprise Development (IEEDC) 2017” which will take place on November 16-18th and the Women Entrepreneurship Summit on the 18th-19th in Cape Town, South Africa.

The IEEDC 2017 is organized jointly by IEEDC Conference Series, School of Business and Finance, University of Western Cape, and Management College of South Africa (MANCOSA). The Conference is set to become the most important bi-annual gathering in the African hemisphere for experts and institutions promoting enterprise development, entrepreneurship, entrepreneurship research and pedagogical proposal of entrepreneurship education.

The IEEDC Conference Series will bring together policy-makers, researchers, academics, and entrepreneurs from Africa and around the world to make strategic contributions to the discourse in the context of post-millennial entrepreneurship and enterprise development agenda. The conference series will provide an opportunity for academics and upcoming researchers to engage in critical dialogues concerning current business strategies; gender inequality and women empowerment; and formal and informal business development agendas. In addition, the conference series will highlight lessons learnt from past generations and identify remaining gaps, challenges, and emerging issues in relation to future generations. It will encompass in-depth presentations of policy-oriented research by both academics and emerging researchers from the continent and around the world who will debate and recommend policy options on entrepreneurship that will enhance growth potentials and increased start-up with this “new generation of entrepreneurs”.

By participation in the conference, delegates will amongst other things:

1. **Sharpen their skills:** they will learn new ideas and approaches to make them more effective and efficient at work.
2. **Meet experts and influencers face-to-face:** the conferences will offer the participants an opportunity to meet business leaders and to position themselves as experts in your fields.
3. **Learn in a new space:** Breaking out of the office, sitting in a new space, can help participants uncover new approaches that will help them grow in their career and businesses.

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4. **Network!** The IEEDC conference series offer the opportunity for participants to mix and mingle, form new relationships, and strengthen existing ones.
5. **Explore new ways of working:** Get hands-on information that is specific to individual roles and businesses, directly from the experts. The IEEDC conference series are well run and will help participants curate new ideas to help improve their approach. Even though there is lot information on the web, the IEEDC conference series will cut through the clutter to deliver the best content for specific individual industry.
6. **Break out of their comfort zone:** The IEEDC conference series will force participants to break out of their comfort zone which is just the type of action that is necessary to break out of old ways of thinking.
7. **Get greater focus:** The flip side of learning new things is relearning classic techniques. The IEEDC conference series will create opportunities for greater focus and reflection that could help participants take their career and businesses to the next level.
8. **Absorb the energy of like-minded individuals:** There's nothing like being in a room of like-minded people – other people who are willing to take time away from the office to learn something new. Other people who want to “better” themselves.
9. **Get access to pre-conference workshops:** Pre-conference workshops offer even more learning opportunities that connect attendees in an intimate learning environment. These workshops are specific to IEEDC conference themes and a great build-up to the main conference.
10. **Invest in themselves:** A day out of the office to sharpen the skills of the participants, and it is an investment on themselves. It is admitting that they consider themselves to be worth it, that they still have things to learn and that they can get better. It is an investment in themselves, their career and their company.
11. **Have fun!** Being in business should be rewarding and fun. The IEEDC conference series add a layer of enjoyment to managing career growth by mixing a social aspect into learning and industry branding efforts.
12. **Grow:** The IEEDC conference series provide a unique convergence of networking, learning and fun into a single package. They force participants to grow and challenge themselves.

Please complete attached application form and email to conference@ieedc.com

We look forward to welcoming you at the Bridgeway Conference center in Cape Town.

Kind regards,



Dr. Bridget Irene (*On behalf of the Organising Committee*)

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