

Finalists in Fairlady Women of the Future Awards 2017

Fairlady, in partnership with Santam, has announced the ten finalists in the Fairlady Women of the Future Awards 2017, who are also featured in the August issue, out now. The winner of the Fairlady Woman of The Future and Fairlady Rising Star Awards 2017 will be honoured at an awards ceremony in Johannesburg in August 2017.



The search called for entries from female entrepreneurs who have created successful businesses. “The striking thing about women in business is that they don’t only uplift themselves through their work, they uplift the community around them too and that is why they are such a crucial part of our economy,” says *Fairlady* editor Suzy Brokensha. “Every year, the quality of the entries to the Fairlady Women of the Future Awards blows me away. It is so hard to choose the finalists. To me, there’s no better sign of an economy getting back on its feet.”

Woman of the Future 2017 finalists

The women in line for this award are over 30 and have been in business for longer than 1000 days. The finalists are:

- Claire Reed (Reel Gardening) – owner of an innovative gardening solutions company.
- Lourita Stofberg (AdminAssist) – her company provides professionals with virtual assistants to help them manage their administrative tasks.
- Nisha Maharaj (Niche Integrated Solutions) – owner of a company that helps companies digitise, rationalise and reduce IT spend whilst improving operational efficiencies.
- Ntsoaki Phali (Beyond Ability Talent Solutions) – owner of a company that finds suitable jobs for people with disabilities and ensures that the environments allow them to flourish.
- Princess Mncube (Shando’s Construction) – the company specialises in general building, painting, plastering, brickwork, paving, plumbing and electrical services.
- Sarah-Jane Boden (SoulProviders Collective) – owner of a company specialising in digital content and marketing.
- Tiffini Wissing (OldSchoolCool) – provides safety-conscious parents with transport vehicles for their children that are fitted with the latest safety technology, on-board cameras and live tracking.

Rising Star 2017 finalists

These young go-getters are aged 30 and under, and have been in business between six months and 1,000 days. The finalists are:

- Anele Mkuzo-Magape (African Entrepreneurship Initiative) – a consulting and entrepreneurship education training company with a focus on the youth of the African continent.
- Kirsten Townsend (Fabrica) – a creative consultancy specialising in branding, graphic design, and communication.

Fairlady Women of the Future Awards and Rising Star Awards finalists

- Lusanda Worsley (Empire Innovations) – the company is innovative and part agency, part consultancy and part business developers.

“Each of these women is deserving of recognition and represents the true entrepreneurial spirit of our country. Their commitment and drive towards making a real difference in our society serves as an inspiration to all and is a tribute to the power of the many women, changing the lives and shaping the future of South Africa each and every day,” says Jeanett Modise, executive head of People and Transformation at Santam.

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