

J&B Hive establishes membership community of 45 creative entrepreneurs

The J&B Hive in Braamfontein seeks to address South Africa's growing unemployment rate by developing creative entrepreneurs. It serves as a workspace and event venue freely accessible to the community, as well as a creative incubator where local entrepreneurs can apply for equity free investment to help grow their businesses.

Alcoholic beverages company Diageo established the J&B Hive in 2015 as part of its enterprise development programme. Since then it has seen a membership community of 45 small businesses, all rooted in the creative industry.

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