

Upcoming BASA Africa Business Breakfast spotlights "Creative Change"

Issued by [Business and Arts South Africa](#)

12 May 2016

The upcoming BASA Africa Business Breakfast, supported by Standard Bank, will explore the emergence - and growing importance - of Creative Change: A New Business Paradigm.

Taking place at the Market Theatre on 19 May 2016, the breakfast will be addressed by Nairobi-based George Gachara, a social entrepreneur, cultural activist and managing partner at the HEVA Fund. He will be joined by Angie Burton, Standard Bank's Head of Marketing and Communications for the Rest of Africa.

"Increasingly there is a narrative developing around the emergence of a 'creativity era'; one that is post the internet era," comments Jenny Pheiffer, Executive Head, Group Brand and Sponsorship at Standard Bank Group.

"This is driven by the need for companies to be able to generate new and original ideas in order to build sustainable business for the future.

"We're excited to be involved in this conversation about a new business paradigm for Africa and believe we have a meaningful contribution to make. Not only is Africa our home, but we have a long history of supporting the creative industries."

Minister Nathi Mthethwa, Minister of Arts and Culture, is also set to give his insights into the importance of the creative industries in Africa. In addition, Minister Mthethwa will outline opportunities for businesses engaging on the continent – a fitting contribution during Africa Month.

With Gachara's deep and extensive knowledge of Kenya's creative sector, he will share his learnings with the South African business community, with a particular emphasis on the role of creativity as a catalyst for innovative business thinking.

Burton's portfolio spans Standard Bank's operations in an impressive 19 countries across the African continent, lending her singular insight into the kind of creativity it takes to work in such a diverse environment.

The BASA Africa Business Breakfast, supported by Standard Bank, is part of BASA's ongoing commitment to creating equitable and sustainable business-arts partnerships for the benefit of the whole society.

To book your ticket for the 2016 BASA Africa Business Breakfast, supported by Standard Bank, taking place on the 19th May, please contact Mandisa Tshiqi on mandisa@basa.co.za or 011 447 2295.

[Speakers' Biographies](#)

[George Gachara](#)



**BUSINESS AND ARTS SOUTH AFRICA
INVITES YOU TO THE**

BASA AFRICA BUSINESS BREAKFAST

Presented by Standard Bank

Speakers: **GEORGE GACHARA NJAMBI**, a Kenyan social entrepreneur, cultural activist and Managing Partner at HEVA Fund and **ANGIE BURTON**, Standard Bank's Head of Marketing and Communications for the Rest of Africa.

19 May 2016 | 7:30 for 8:00

The Market Theatre, 56 Margaret Mcingana Street, Johannesburg
R300 per person, seating is limited
Tickets available at www.basa.co.za or contact mandisa@basa.co.za

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CREATIVE CHANGE - A NEW BUSINESS PARADIGM

The BASA Africa Business Breakfasts, presented by Standard Bank, are a series of breakfasts focusing on the challenges and opportunities for businesses in Africa. What are the new ways of thinking in working in Africa, can creativity play a role in challenging old paradigms in business and lastly, creativity as an innovator for positive change.

ARTS IN BUSINESS

 **Standard Bank**

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George Gachara is a social entrepreneur, cultural activist, cyclist and managing partner at HEVA Fund. He is based in Nairobi, leading HEVA's exploration of the creative industries in East Africa and the role business leadership can play in creating long-term economic and cultural value. As managing partner, Gachara consults extensively with practitioners, industry and government to address sector level questions. His hands-on approach allows for intimate understanding of the creative sector and has helped to focus his efforts on proactive planning, analysis and client support. In addition to his work at HEVA, George is a member of the NEST Collective - a dynamic Nairobi-based arts company, where he is a writer, film maker and thought leader. He is also an advisor for the Africa region with the Duke of Edinburgh's Award for Young People, a Global Fellow for the International Youth Foundation and a recipient of the International Development Committee's Outstanding Leadership Award.

Angie Burton

Angie Burton started her career as a salaries clerk at Standard Bank while studying towards a BComm through UNISA, and later took up various roles within Marketing at the bank. After eight years with Standard Bank, she left to join Absa (Barclays Africa Group) where she spent 13 years in a range of marketing roles that eventually saw her heading up Absa Group Marketing. She re-joined the Standard Bank Group in 2011, and is currently Standard Bank's Head of Marketing and Communications for the Rest of Africa. Her portfolio spans the bank's operations in 19 countries across the African continent, and Angie's passports boast multiple stamps from 17 of these. She holds an MBA and PMD from the Gordon Institute of Business Science (GIBS).

About BASA (NPC):

Business and Arts South Africa (NPC) is an internationally recognised South African development agency with a suite of integrated programmes implemented nationally and internationally. BASA encourages mutually beneficial partnerships between business and the arts, securing the future development of the arts sector in South Africa and contributing to corporate success through Shared Value. Business and Arts South Africa (NPC) was founded in 1997 as a joint initiative of the Department of Arts and Culture and the business sector as a public/private partnership. For more information on Business and Arts South Africa contact us on 011 447 2295 or visit our website: www.basa.co.za.

- " **SoCreative Summit returns to Johannesburg for a free exploration of creativity** 29 Apr 2024
- " **450 emerging creatives shortlisted for the Debut Programme** 12 Apr 2024
- " **14 SA creatives join Cultural Producers Programme** 12 Mar 2024
- " **Cultural Producers called to become the creative leaders of tomorrow** 22 Jan 2024
- " **Basa hosts 'My Debut Story' panel discussion: Celebrating the success of emerging creative entrepreneurs** 27 Oct 2023

Business and Arts South Africa



Business and Arts South Africa (BASA) is an internationally recognised South African development agency which integrates the Arts into, and contributes to, Corporate's commercial success. With a suite of integrated programmes BASA encourages mutually beneficial partnerships between business and the arts.

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