

Innovation through technology a powerful *modus operandi* for organisational success

Issued by [Topco Media](#)

9 Nov 2016

South Africa, as one of several African countries striving for leadership in innovation, is committed to providing a firm foundation for companies actively looking to harness the latest technology breakthroughs.



National Business Awards

According to a report released earlier this year by the Information Technology and Innovation Foundation, South Africa ranks 30 out of 56 countries for "worldwide innovation influence".

A driver behind this is the significant role played by the public and private sectors in fast-tracking digital migration. South Africa, as one of several African countries striving for leadership in innovation, is committed to providing a firm foundation for companies actively looking to harness the latest technology breakthroughs.

Innovation through technology has become a powerful *modus operandi* for organisational success, with companies increasingly tapping into artificial intelligence; biotech; fintech; big data analytics; renewable energy solutions, mobile apps and more - the list is endless. Emerging technology not only provides value to these organisations but to their customers and stakeholders by extension.

Companies at the forefront of technological innovation right now include 2cana Solutions, ABSA Life, Accsys, ACWA Power Africa, Corex, Dell Computers, GoIndustry DoveBid SA, LexisNexis South Africa, Neo Technologies and Sentech Ltd - the finalists for this year's National Business Awards' Innovation through Technology Award.

This year's ceremony, taking place on 17 November, will showcase these business leaders alongside those in other categories, who likewise exhibit high growth potential and the capacity to add substantial economic value by creating high-value job opportunities.

"The Innovation through Technology Award category, as part of the National Business Awards, will award first place to a dynamic company that demonstrates a level of innovation capable of disrupting the way its respective industry operates, locally or even internationally", says Karla Fletcher, Director of Topco Media, which hosts the National Business Awards.

The Award will be hotly contested, with all of the finalists demonstrating improved productivity, price, quality, effectiveness and efficiencies that enhance the competitiveness of the broader economy as an innovation engine. The systems and

approaches they have put in place are advancing their respected industries in dynamic and surprising ways. Should we be surprised? After all, this is the country that birthed Elon Musk; arguably this century's greatest technology innovator.

To gain business insight directly from these trailblazing companies, book your awards table now on www.nbac.co.za or through Angelique Edwards, Topco Marketing Manager, on 086 000 9590 or angelique.edwards@topco.co.za. Make sure you also book for the preceding thought-provoking conference, on the same day, which will address topics including Guidelines to Global success - the McDonalds Study; Maximising business success through technology and Tips to building and running a mega-successful business.

- " **Top innovators shine at the 6th Annual Africa Tech Week Awards** 17 May 2024
- " **Calling women entrepreneurs! Pitch your business at the EmpowHER Entrepreneur Development Series 2024** 30 Apr 2024
- " **Celebrating 30 years of democracy with the 23rd edition of *Impumelelo: Top empowerment*** 30 Apr 2024
- " **Sentech Africa Tech Week 2024: Shaping Africa's tech future** 17 Apr 2024
- " **Celebrating tech innovators at the 7th Annual Africa Tech Week Awards - Submit your entry** 5 Apr 2024

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