

The Fresh Group CEO dinner and dialogue



Photographer: Johan Botha

Business leaders from a cross section of industries gathered on Wednesday, 5 March, at Old Mutual House in Cape Town for cocktails, dinner and a ground-breaking dialogue on the topic, 'Business as a force for good'. The event, which was hosted by strategic HR consultancy The Fresh Group, saw a notable group of CEOs debate how to shape the future of enterprise, and conceptualise a new way forward which would entail a 'profit plus' mindset.

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