

US Consulate in Cape Town to upskill entrepreneurs on Mandela Day

In honour of Nelson Mandela International Day, the US Consulate in Cape Town will be working alongside the 67Squared Initiative and Central Library to upskill and assist emerging entrepreneurs with the tools required to succeed in the digital world.

Held at the American Corner in Central Library, the entrepreneurs - who work in a wide spectrum of sectors from arts, environmental conservation to hospitality - will spend a full day with a team of professional graphic designers, copywriters and coders to create their brand identities. This package of services, commercially valued at over R100,000, are aimed at boosting the chances of success for these entrepreneurs.

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