

A STORYTELLING HUB



Nomisa Mdlalose,
Owner of Zintsomi
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Zintsomi is a storytelling hub that specialises in storytelling and training. Zintsomi nurtures, promotes

and places trained storytellers in relevant positions in the workplace. In addition, the hub creates storytelling products and services for children and adults interested in African stories.

Zintsomi is a female, black owned company that is committed to the principles behind Broad-based Black Economic Empowerment and actively promotes the advancement of women and youth.

Zintsomi is the brainchild of Nomisa Mdlalose, a pioneer in the art of storytelling. Mdlalose

has a background in drama, creative writing, journalism, and storytelling. She has a Masters Degree in Storytelling from East Tennessee State University and has trained storytellers to participate in art and cultural festivals locally and internationally.

Her vision is to train and educate through the art of storytelling. Consequently, she has been vital in the establishment of the Kwesukela Storytelling Academy, which is based in Braamfontein. Mdlalose's goals are to produce, market and secure employment for professional storytellers who have had previous formal storytelling training.

In addition, she intends to create a mutually beneficial working relationship between writers and storytellers by developing a vibrant writing incubator that will write, publish, and develop stories for radio, television, print and other electronic media.

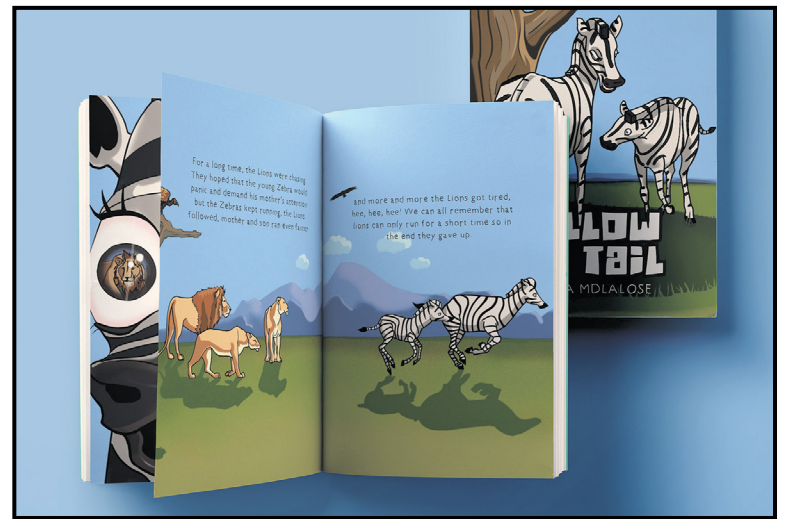
Zintsomi has various original storybooks for children. There are currently five isiZulu language

titles and each title has been translated into English, Afrikaans and Setswana.

An important focus of the incubator will be in making a living while capturing, recording and distributing ancient and contemporary African folk tales, histories, and other stories.

These goals will also ensure that Zintsomi contributes to the academic and intellectual growth of the local and international storytelling information base and create networks for the distribution and sharing of this information. ■

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BRIGHTEN UP YOUR MIND AND BODY



Ntombizovuyo
(a.k.a. Vuyo)
Gumede,
owner
of Sphile
Holdings

Sphile Holdings is a legally registered

entity that is 100% BBBEE owned by a black South African woman, Ntombizovuyo (known as Vuyo) Gumede.

The company's vision is to supply the whole African continent market with quality energy drink at reasonable prices to keep Africans strong and fit.

Sphile Holdings' mission is to serve people by providing quality, tasty and effective energy drinks in an appetising package.

Sphile Holdings is a supplier of

Cheetah Megabite Energy Drink, which is positioned at the high end of the market in terms of both quality and price. Currently, Cheetah Megabite Energy Drink has three main flavours namely, Icy Berry, Fizzy Original and Zero Sugar. The flagship flavour is Icy Berry popularly known for its uniqueness, freshness and the quality ingredients of different berries. The products' ingredients are from high quality sources with international standard certifications to ensure quality and satisfaction.

Cheetah Megabite Energy Drink is Halaal and free of animal-derived ingredients.

"We have a footprint in Gauteng, KwaZulu-Natal, and Eastern Cape and are supplying a number of outlets," says Gumede. ■

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AFRICAN DESIGNED HANDCRAFTED JEWELLERY

She met Jewellery was founded in 2014 by two sisters, Shermine Motlhasedi and Semakaleng Osopeng.

The small South African company combines manufacturing and retailing and sells directly to customers.

The company has an in-house team of highly skilled crafters with superb craftsmanship who specialise in distinguishable African designed handcrafted jewellery.

Motlhasedi explains, "African art inspires our craft. We continually bring out fresh designs."

The company ensures that it uses lead free and non-allergic

material in the manufacture of the jewellery items. The 100% South African material used includes: copper, heat treated brass, 925 silver, ostrich skin, and small semi-precious gemstones.

"We mix high and low prices points and the cost of our products range from R200-R1700. We have affordable product lines at affordable prices to entice younger affluent consumers, thereby giving them an entry point into our brand."

She met Jewellery also helps students to test the market as its difficult to approach giant jewellery companies with new designs or concepts.

"We give jewellery students

a platform to explore their creativity. This creates a win-win situation as 50 % of our production comes from these students' crafted work," says Osopeng.

One of the company's goals to grow the business to create more employment opportunities for jewellery graduate students.

She met Jewellery also intends to continue building its brand into a reputable name. "We do not forget that the jewellery industry is moving fast, and we have to tap in global market," concluded Osopeng. ■

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