

EVENT-BASED ENTREPRENEURSHIP

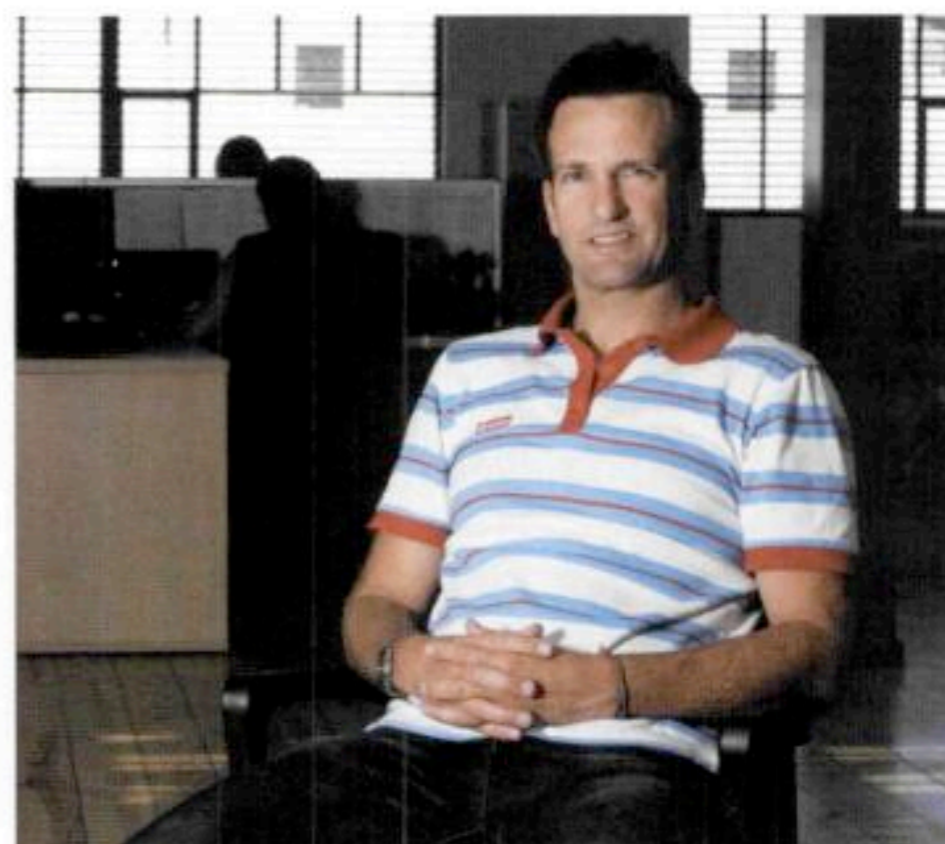
BUILDING A MULTIMILLION RAND EVENT BUSINESS

The special events industry has grown enormously in the past decade, with spending estimated to be more than \$500 billion annually. In South Africa, two event entrepreneurs stand out from the crowd. Find out how they did it and what they learnt about starting and growing event-based ventures.



DESIGN INDABA

Ravi Naidoo turned the Design Indaba into the world's top design conference generating R115 million in sales



ABSA CAPE EPIC

Kevin Vermaak built the Absa Cape Epic into the race of choice for mountain bikers globally