



The Msunduzi Municipality

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Celebrity Youth Entrepreneurs to host Msunduzi' s upcoming business talent-27 June 2017.

It is all systems go for the inaugural Msunduzi Youth Summit hosted by the Mayor of Msunduzi Municipality Councillor Themba Njilo. Mthokozi "Tira" Khathi, Bonang Matheba together with some established Msunduzi entrepreneurs, will share their journey in business under the theme: **"ENCOURAGING THE SPIRIT OF ENTREPRENUERSHIP"**. Scheduled for June 29th at the City Hall; the summit is aimed at providing a platform where youth can network for opportunities to grow their businesses.

"Brand development and sustainability form the core of business therefore it is our duty to drill that into young people's minds for them to be successful," says Njilo. It is for this reason that International DJ and businessman Mthokozi Khathi better known as DJ Tira, together with South Africa's favourite media personality and businesswoman Bonang Matheba form part of the summit's programme. Not only have these two made their names in the entertainment sector but they have used the limelight to build their businesses and sustain a positive image which is exemplary.

MEC for Economic Development, Tourism and Environmental Affairs in KwaZulu-Natal, Sihle Zikalala, has also put a stamp on the initiative, to carry forward the mandate of radical economic transformation. Having hosted build-up events from the beginning of June at Kwa-Vulindlela, Eastwood, Grange, Edendale and eMwali; youth got a chance to engage with Pietermaritzburg born entrepreneurs. Featured were Siphwe Ngcobo (owner of Ilawu Group), Sandile Dlamini (owner of Classique Braai Lounge) and Lindo Makhaye (owner of Lusizo IT Solutions).

The Msunduzi Youth Summit has the following programmes:

- **Outreach Programme:** designed to highlight available opportunities for the youth in order to address poverty and create jobs.
- **Entrepreneurial skills** aimed at empowering youth already in business with skills that will heighten their competency levels to play in the mainstream economy.
- **Capacity Building:** Organizations/Youth Bodies (e.g NYDA, government and other agencies) assisting with funding and sponsorship and skills development for youth.
- **Mentorship and Leadership Development** – NGO, Youth bodies, Government, support groups rendering services for leaders of tomorrow

About Mthokozi Khathi

South African recording artist, Dj and entrepreneur; Tira was born in the peaceful environment of KwaHlabisa in Kwazulu Natal.

He relocated to Durban in 1995 in pursuit of his studies in Human Resources at the University of Kwazulu-Natal. He taught himself to Dj and dance at a young age and was involved in South Africa Smirnoff Dj Knockout competition which was also founding base of his consistent career to date. He released his debut album The Real Makoya after his recognition that was scored after the Smirnoff Dj Knockout.

He later signed with Sheer Music/Big Dawg Productions for the birth of Durban Finest Vol 1 album in 2003, which has been certified to be his best album to date . Under his production company Afrotainment, formed in 2008, Tira formed the musical group Big Nuz which had released an album prior his involvement with him His contribution to the group has proved to be a major success as the concept of music they perform was initiated by Tira and the style was a complete turn to the Durban Kwaito that is now dominating the music scene. Tira's non-music business ventures have included the stylish restaurant Uber Zulu in Florida Road and the classy club Afro Fashion Lounge in Stamford Hill Road, both located in Durban. He also hosts annual events that include the Newcastle Music Explosion and The Afrotainment Durban July Marquee and the popular Fact Durban Rocks, among others.

About Bonang Matheba

A TV presenter and style icon - she is known for her electric personality, husky voice and magnetic smile. A global brand ambassador for Revlon Cosmetics, this award winning entertainer is also SA's number 1 social media Queen!

In 2008, Bonang launched her first clothing range with Legit, called Just B and followed that up in 2009 with her own range of trendy handbags called Baby Star. She now has a lingerie line: Bonang For Distraction, with premium retailer Woolworths which launched in January 2014.

As one of the four brand ambassadors for international cosmetics brand, Revlon, Bonang made history in June 2013 as the ONLY Face of Revlon outside of the United States of America, joining Halle Berry, Olivia Wilde and Emma Stone. A WORLD FIRST for Revlon.

“Our municipality takes matters of youth development very seriously hence we are hosting this summit,” explains Mayor Njilo. He invites all youth in business to come and engage on Thursday, June 29 at 7:30 am at the City Hall..

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