

## Innovative Entrepreneurship Training Programme by the Technological Higher Education Network South Africa (THENSA) and Department of Science and Innovation (DSI)



*[Johannesburg, South Africa]* – THENSA-DSI is excited to share about the successful proceedings of their Entrepreneurship Training Programme that took place at Montecasino Conference Rooms from 14 – 19 April 2024.

The training workshops funded by the DSI equipped aspiring student entrepreneurs from various Gauteng universities with the skills, knowledge, and resources needed to succeed in today's competitive business landscape. A total of 26 students from the Vaal University of Technology (VUT), University of Johannesburg (UJ), University of South Africa (UNISA), and the University of the Witwatersrand (WITS) participated in this programme.

The THENSA-DSI Entrepreneurship Training Programme is designed to cater for individuals at all stages of their entrepreneurial journey, from those with just a spark of an idea to those looking to scale their existing businesses. Students that participated benefited from:

- Mentorship: Offering personalized guidance, feedback, and support tailored to each students' unique goals and challenges.
- Hands-on Workshops: To develop essential skills in areas such as business planning, marketing strategies, financial management, and more.

- Networking: Opportunities to connect with fellow entrepreneurs, potential collaborators, investors, and other key players in the startup ecosystem.
- Expert Guidance: Led by seasoned entrepreneurs and industry experts.

*“Through THENSA’s partnership with the Department of Science and Innovation (DSI) and the funding received from the DSI to THENSA for Entrepreneurial Training across all public universities in South Africa, it was possible yet again to host the third instalment of the 5-day face to face training in Johannesburg. A great blend of students from Doctoral, Masters and undergraduate students attended the training from some universities in the Gauteng region. From the student’s testimony and to watch their growth in confidence from day one to day 5, the training provided was unique in focusing on the essential tools for both the entrepreneurial startup businesses and emerging businesses. The commitment from DSI, made it possible for THENSA to provide and manage such an opportunity for current students at universities who were able to spend a week off from their university schedules,” said Ms Kogje Pretorius, Project Manager at THENSA.*

We extend our congratulations to Lisa von Benecke from UNISA for being honored with the *Highest Growth Potential Business Award*. Additionally, our commendations go to Nomusa Khambule from WITS for receiving the *Most Financially Viable Business Innovation Award*, and to Caroline Matenchi from UNISA for being recognized with the *Most Innovative and Creative Business Concept Award*.

With entrepreneurship on the rise and a growing number of individuals eager to pursue their business ideas, THENSA-DSI recognizes the importance of providing support and comprehensive training workshops to such South African youth.

Training youth in entrepreneurship is essential for fostering economic growth, promoting innovation, creating jobs, empowering individuals, addressing social challenges, and enhancing global competitiveness.

To learn more, visit our website [www.thensa.co.za](http://www.thensa.co.za)

[LinkedIn](#) | [Facebook](#) | [Twitter](#) | [Instagram](#)

For media inquiries or interview requests, please contact:

Nontokoza Mokoena | Media: PR & Communications | Mobile - 082 083 8530 | Email: info3@thensa.co.za