

15 February 2021

Sanlam launches future business leaders project

Sanlam today announced the opening of its entrepreneurial support programme Sanlam Bridge. The programme is a launchpad for Namibia's future business leaders who have innovative and exciting business ideas but lack the necessary resources to turn their ideas into reality. The Sanlam Bridge, is a revamp of the previous Sanlam Innovation Works programme which Sanlam ran for the past five years in partnership with the Namibia Business Innovation Institute (NBII). Part of the company's corporate social responsibility programme, the Sanlam Bridge aims to create future business leaders in Namibia, promote business innovation and leadership, and promote employment creation while allowing young people the opportunity to earn their own income.

The programme is open to young Namibians between the ages of 18 to 35 who either have a business idea or who have a start-up business not older than one year. Interested business hopefuls are encouraged to submit their business profiles to marketing@sanlam.com.na on or before Monday, 1st March 2021. On its part, Sanlam will provide N\$50 000.00 seed capital to the selected top five business, support and mentorship from established Namibian business personalities and additional capital to the overall Sanlam Bridge winner to be announced in November. The top five businesses are expected to meet set criteria and achieve set goals to be in the running for the overall Sanlam Bridge winner. The business must be committed to work with Sanlam for a period of eight months. The Sanlam Bridge is open to young people throughout the country.

Speaking to the media through a press statement, Sanlam Manager for Marketing and Communication, Hilaria Graig, said: "Sanlam is aware of the challenging times we are finding ourselves in with the COVID-19 pandemic. Many people have lost their jobs and are now turning to entrepreneurship as a source of income and employment creation". Graig added that she believes the Sanlam Bridge comes at the right time when many young people are trying to start their own businesses but are often faced with the challenge of start-up capital. She adds that the programme was developed to encourage young people to chase their entrepreneurial dreams. Graig also called on young people from around the country to apply for the programme and encouraged them to call her office on 061 294 7111 to find out more about the programme.

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Issued by Sanlam Group Marketing and Communications Department

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