

Arts and Culture Minister joins line-up of speakers at upcoming BASA Business Breakfast

Issued by [Business and Arts South Africa](#)

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The Minister of Arts and Culture, Mr Nathi Mthethwa will be speaking at the third BASA Business Breakfast, supported by Standard Bank, adding impact to an already strong line-up.

Minister Mthethwa joins Samuel Mensah, the founder and CEO of the innovative digital platform, KISUA, as well as Business and Arts South Africa CEO, Michelle Constant, at the event which takes place at The Orbit in Braamfontein on Tuesday, May 26th.

The BASA Africa Business Breakfasts, supported by Standard Bank, are open to all business members, with tickets costing R300 a person. The underpinning theme of the series is the role of the arts in supporting businesses in their engagement on the African continent.

"The recent xenophobic attacks in South Africa have once again shown the importance of engagement and collaboration across the continent," says Constant.

"The arts offer an excellent opportunity to drive collaborative and co-creative projects. The Africa Breakfast, supported by Standard Bank strives to identify these opportunities further for business."

Nkosinathi Emmanuel "Nathi" Mthethwa has been the Minister of Arts and Culture since 26 May 2014 and so will be making his inaugural BASA Business Breakfast appearance on the one-year anniversary of his appointment.

Samuel Mensah is the founder and CEO of KISUA. Formerly, he was the Africa director for Intel Capital - a role in which he would invest in innovative African technology companies and start-ups. Mensah holds an MA in Economics and Management from Oxford University and has worked with the African Union, governments, telecommunications and financial institutions to increase access to technology on the continent. KISUA is an innovative digital platform offering exclusive contemporary African fashion online while KISUA's online magazine is brimming with original stories about Afropolitan style, music, art and culture.

The upcoming event is the third in the series of BASA Business Breakfasts, supported by Standard Bank.

The May 26th event follows the closing breakfast of 2014 which featured Alex Okosi, Senior Vice President & Managing Director of Viacom International Media Networks Africa; Hazel Chimhandamba, Head of Group Sponsorships at Standard Bank and Tony Lankester, National Arts Festival CEO.

Date: 26 May 2015

Venue: The Orbit

Cost: R300

Supported by Standard Bank

Speakers:

- The Honourable Minister of Arts and Culture, Mr Nathi Mthethwa
- Samuel Mensah, founder and CEO of KISUA
- Michelle Constant, CEO of BASA



The poster for the BASA Africa Business Breakfast features a black background with white and pink text. It includes the BASA logo, the event title, date, time, venue, and ticket price. A pink sidebar on the right contains additional information about the series and the speakers.

Business and Arts South Africa
invites you to the third
BASA Africa Business Breakfast
26 May 2015
7:30 for 08:00
The Orbit
81 De Korte Street, Johannesburg
R300.00
per person, seating is limited

How the Arts can Innovate your Business in Africa

The BASA Africa Breakfasts supported by Standard Bank are a series of breakfasts focusing on the arts as a progressive and valuable enabler for businesses engaging on the continent. The arts offer marketing and other opportunities, and they demonstrate support for broader communities.

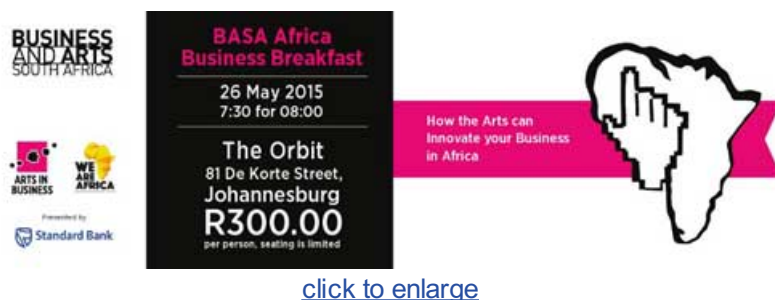
Key note address by the Minister of Arts and Culture, **Mr Nathi Mthethwa**, speaker include: Founder and Director of KISUA Africa **Samuel Mensah** and CEO of Business and Arts South Africa **Michelle Constant**.

Tickets available at www.basa.co.za

Presented by **Standard Bank** **ARTS IN BUSINESS** **WE ARE AFRICA**

[click to enlarge](#)

Seating is limited so make sure you book your place now on <http://tickets.tixsa.co.za/event/AfricaBreakfast> or contact BASA on 011 447 2295 for more information.



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About BASA (NPC):

Business and Arts South Africa (NPC) is an internationally recognised South African development agency with a suite of integrated programmes implemented nationally and internationally. Business and Arts South Africa (NPC) encourages mutually beneficial partnerships between business and the arts, contributing to corporate success and securing the future development of the arts sector in South Africa. Business and Arts South Africa (NPC) was founded in 1997 as a joint initiative of the Department of Arts and Culture and the business sector as a public/private partnership.

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- **450 emerging creatives shortlisted for the Debut Programme** 12 Apr 2024
- **14 SA creatives join Cultural Producers Programme** 12 Mar 2024
- **Cultural Producers called to become the creative leaders of tomorrow** 22 Jan 2024
- **Basa hosts 'My Debut Story' panel discussion: Celebrating the success of emerging creative entrepreneurs** 27 Oct 2023

[Business and Arts South Africa](#)



Business and Arts South Africa (BASA) is an internationally recognised South African development agency which integrates the Arts into, and contributes to, Corporate's commercial success. With a suite of integrated programmes BASA encourages mutually beneficial partnerships between business and the arts.
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