

# Entrepreneurship academy gets 20% of brand design agency

The Mkhwanazi Academy for Christian Entrepreneurship (MACE), based in Vosloorus Gauteng, has taken a 20% shareholding in the brand design agency, The Red Quarter (TRQ).



The Red Quarter shareholders outside the MACE campus in Vosloorus: Zibusiso Mkhwanazi (left), Craig Morris, Alan Golden and Veli Ngubane.

Young entrepreneur Zibusiso Mkhwanazi, co-founder of Csonke Holdings, founded the academy to run programmes to identify, develop and support young township entrepreneurs. He is a recipient of several awards and accolades most notably the African ICT Achiever award's 'Top ICT individual in Africa' Award.

Mkhwanazi has been appointed as non-executive chairperson representing MACE on the TRQ's board of directors.

"This is not your classical 'door opening' BEE deal," says TRQ's MD, Alan Golden. "It is an enlightened understanding of mutual benefit. We will provide much needed financial and logistic support to the academy and in return benefit from an improved BEE status and greater consumer and business insight at grass roots level."

## Partnership 'transcends BEE equity'

Craig Morris, co-founder and executive creative director of TRQ added, "We will also identify potential creative and management interns who can benefit from work experience at the agency."

Mkhwanazi added. "The Red Quarter partnership transcends BEE equity. The Agency and its executives are committed to sharing their knowledge and expertise as lecturers and mentors at the Academy. The resources of the Agency will also be leveraged to help further the Academy's awareness and fundraising objectives."

Joining the agency as a strategic director is Veli Ngubane, a new era thinker, combining market understanding and innovative interpretation to create dynamic strategies. He is particularly passionate about building brands. Ngubane will be a

significant shareholder and a member of the board of directors.

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