

# Business Leaders in Africa Summit: Meet the brains behind the summit

Issued by SAMA OEUVRE BRAND COMMUNICATIONS

5 Sep 2018

Sama Oeuvre Brand Communications is hosting the inaugural Business Leaders in Africa Summit this October. The conference is meant to ignite the minds of the audience to dream beyond their geographical borders and take advantage of opportunities elsewhere.



*Sibonginkosi Mlalazi*

Sibonginkosi Mlalazi is the founder and chief brand strategist at Sama Oeuvre Brand Communications, a role that she has occupied since 2017. With over 10 years working experience in the public relations, communications, marketing and advertising industry, she has gained valuable insight and knowledge which has helped her excel and advance in her career. Sibonginkosi holds an Honours Degree in English and Communication and a Post Graduate Diploma in Intercultural Communication. She has worked on blue chip brands such as Johnny Walker, Amstel, Kotex, BP, BOE Private Clients and Rabie Properties. Sibonginkosi's passion lies in influencing brand perceptions. She was named a Hard Hitter Below 35 by *Destiny Magazine* in 2012.

The Business Leaders in Africa Summit seeks to give businesses and individuals an opportunity to hear the vision, the thinking and implementation first hand, behind some of the greatest entrepreneurs and business leaders on the continent. The idea is for these leaders to tell their story, and not for us to hear their story from someone else; and ultimately to hear stories that are relevant to our region.

We as Africans want to hear authentic African business success stories from our own business leaders. It is all about having conversations with the right people; about taking businesses outside borders into other African countries. The conference will span over two days and will feature 12 speakers, who are business leaders in their different sectors.

To register for the conference email [info@samaoeuvre.co.za](mailto:info@samaoeuvre.co.za)

For more information visit [www.samaoeuvre.co.za](http://www.samaoeuvre.co.za)

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