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Renee Keeble will represent South Africa at IWEC

At the annual International Women's Entrepreneurial Challenge (IWEC) conference in Brussels from 6-9 November 2016, Cape Town businesswoman, Renee Keeble, will represent South Africa.



Renee Keeble

Janine Myburgh, president of Cape Chamber of Commerce and Industry and board member of IWEC, said the IWEC Foundation, based in New York, had identified Keeble for this strategic position based on her success as a business owner, her extensive contacts and her proven leadership and management skills. She will be one of seven global ambassadors located in Africa, Asia, Australia, Europe, North and South America. "We are proud that IWEC chose someone from Cape Town," says Myburgh.

The new ambassador will be key to expanding IWECs' empowerment programmes through outreach, mentorship and sharing best practices to assist women entrepreneurs in creating a level playing field that supports their opportunities to achieve success in the international business arena.

Since 2010, the Chamber has nominated 17 successful women businesses owners from South Africa for the IWEC awards. "I think this is a clear indication that women are playing an increasingly creative role in our economy and they are building substantial businesses. They are performing exceptionally well in industries, which historically are male dominated. We need to help and inspire women who have successfully grown their own businesses and recognise their outstanding achievement through the IWEC Award."

To be nominated for an award, the businesses must be woman-owned, in existence for at least three years, have an annual turnover equivalent to \$1.5m and be a for-profit entity. Contact the Chamber on +27 (0) 21 402 4300, email mj@capechamber.co.za or go to the [website](#) to download entry forms before 8 June 2016.

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