

RED CARPET THROWN OUT FOR “ELEGANT LINE CHEMICALS’ WINNER OF THE 2013 AFRICA SMME OF THE YEAR AWARD”

5 September 2013

The 2013 Africa Small, Medium and Micro Enterprise (SMME) awards, an initiative of the Africagrowth Institute took place on the 5th September at the Kopanong Hotel in Johannesburg. The red carpet affair was well attended by the award winning SMMEs, various stakeholders as well as delegates from all over Africa. Entries for this prestigious awards competition were received in large numbers from all over the African continent making it extremely difficult for the judges to select the 5 finalists in each of the 6 categories, as well as the overall winner.

Elegant line Chemicals from South Africa did not only win the Industrial Award but was also crowned “Africa SMME of the Year.” The company is a level 1 contributor to BBBEE and is run by qualified African female professionals with skills and experience, striving to make a difference in the chemical sector. Elegant Line Chemicals manufactures and distributes, within the SADC region, a variety of chemical products which include domestic and industrial commodity chemicals; lubricants, personal care products and water treatment solutions. In addition this company also provides mentorship (in-service training) to students during which valuable skills are transferred. As the company directors affirm, excellent service and quality products are the corner-stone of their success. This deserving achievement serves as recognition for the company’s policy of offering quality and affordable services in the region.

The 2013 Africa SMME Award was sponsored by Old Mutual.

Other SMME Award winners per category, 1st, 2nd and 3rd place were;

Best New Business Award Sponsored by MEGA	Most Innovative Award Sponsored by NAFCOC	Industrial Award Sponsored by Xstrata SA
1. Sweet Temptations Toffees– South Africa	1. Genediagnostics- South Africa	1. Elegant Line Chemicals– South Africa
2. Lesedi Consulting Engineers– South Africa	2. Bikes 'n Wines – South Africa	2. Poster Graphics Co-Mauritius
3. Annette Oelofse Mohair Products– South Africa	3. Coppercraft Africa– South Africa	3. The Golden Goose Catering & Cake Decorating- South Africa
Service Sector Award Sponsored by MTN Business	Trade Sector Award sponsored by Technology Innovation Agency	Young Enterprise Award sponsored by NYDA
1. The Cycad Lodge & Chalets – South Africa	1. De Fynne Nursery- South Africa	1. Kgabu Projects and Construction– South Africa
2. Pal Passenger Bus Services- South Africa	2. Ngwenya Glass- Swaziland	2. Citi Hopper- South Africa

3. Ntlantsana Accountants and Auditors – South Africa	3. Suzie Beauty- Kenya	3. Just PC's- South Africa
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"Judging by the number and quality of the entries we received from all over the continent, we certainly seem to have captured the imagination and real spirit of Africa's emerging entrepreneurs," said the President of the Institute; Professor Nicholas Biekpe. "This sector needs all the encouragement and support it can get and having an annual award ceremony marks the start of a new level of inter-enterprise competition among the SMMEs in the continent." he added.

Businesses that enter the awards are expected to be well established, in good financial shape and enjoy a reputation for quality, integrity and service. Furthermore, they should operate in a socially responsible manner, support community development efforts, and create a sustainable work environment in which their employees can learn and grow.

Source: Africagrowth Institute.