



South Africa



ignite

YOUR CONNECTION TO AFRICA

17-19 March '24



**NEW MEMBERS REDEEM
YOUR \$750 VOUCHER**

Ignite with Us Ignite with Africa

Welcome and get ready to free your innovative spirit at EO Ignite 2024 proudly hosted in Africa's Rainbow nation South Africa. Join a multitude of great entrepreneurial minds and trusted market players.

Whether you choose to promote your business, network, meet potential sponsors, listen and engage in our TED and expert talks or simply share your story Ignite Africa ticks all the boxes.

In Africa, the rhythm of entrepreneurship beats on every corner and with it opportunity. Resonate in the sunshine of its diverse history and culture, let its people inspire you and inspire them too.

We welcome you back to South Africa's city of Gold for an opportunity to explore and discover. Connect with members and keep moving the world forward.



Unlocking African Opportunities

Discover unparalleled business potential in Africa, a continent brimming with untapped markets and a rapidly growing population. Benefit from diverse opportunities across various sectors motivated by abundant natural resources, ongoing infrastructure development and continuous regional integration. EO Ignite 2024 is your gateway to Africa!

Did you know?

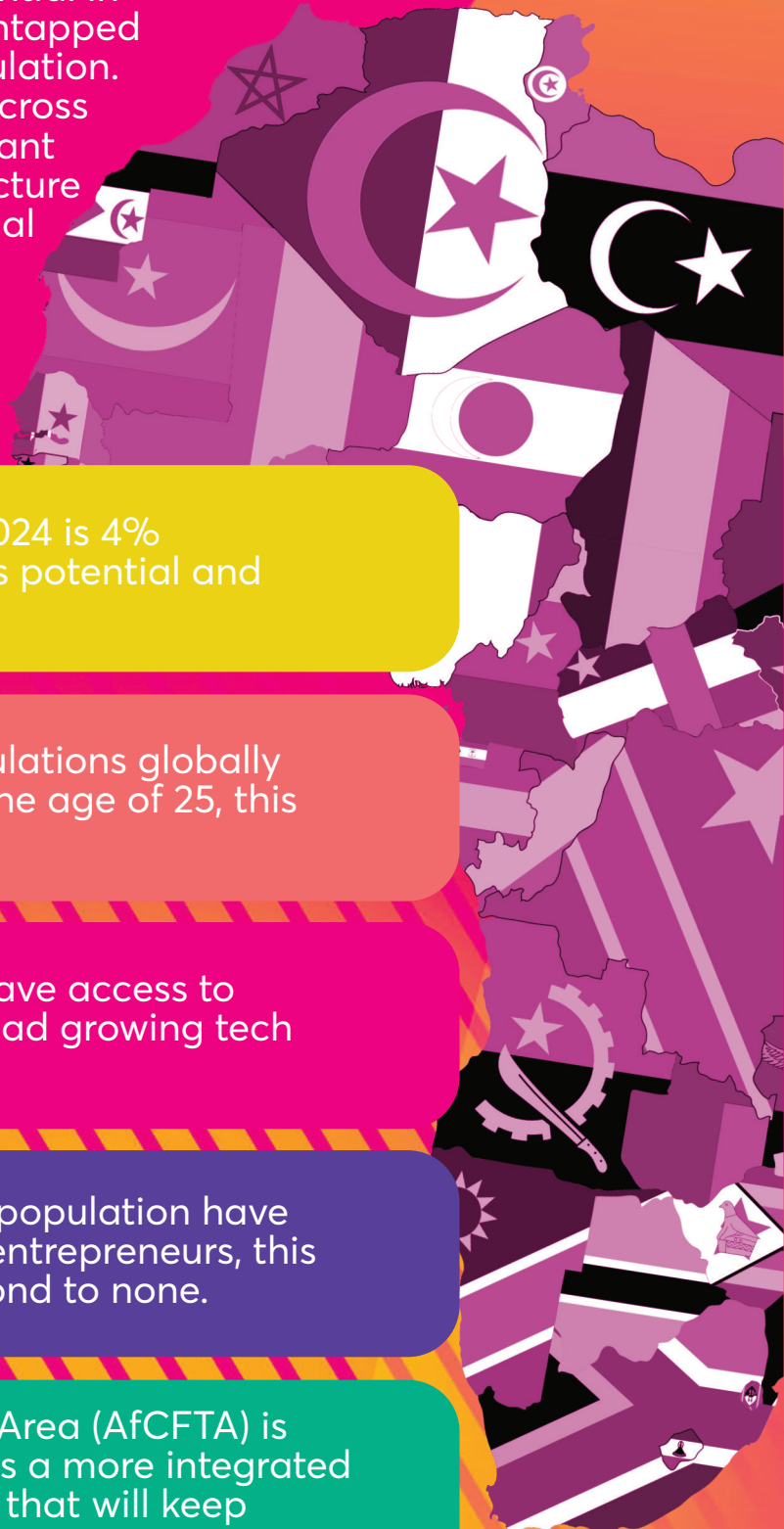
Africa's projected GDP growth for 2024 is 4% according to IMF reports, this equals potential and business dynamism.

Africa has one of the youngest populations globally with 60% of the population below the age of 25, this equals a tremendous workforce.

More than 80% of the population have access to mobile phones, this equals widespread growing tech connectivity.

More than 80% of the working age population have expressed a willingness to become entrepreneurs, this equals an entrepreneurial spirit second to none.

The African Continental Free Trade Area (AfCFTA) is growing year on year and this equals a more integrated and seamless business environment that will keep expanding.





Welcomes You to

Our host city Johannesburg symbolizes resilience, growth and innovation and is primed to empower entrepreneurs to ignite their businesses and drive positive change that moves the world forward one innovation at a time. Johannesburg proudly invites and delivers as the quintessential venue for stimulating business growth and deep rooted connections across the continent.

With its world-class infrastructure, diverse business landscape, and an unwavering spirit for innovation, EO Ignite in Johannesburg, is a must, a given and a non-negotiable. Ignite 2024 sets the stage for an unforgettable experience where ideas and imagination flourish, networks expand, and possibilities abound.

A photograph of the Johannesburg skyline at sunset. The sky is a vibrant orange and red. In the foreground, there is a large, modern stadium with a curved roof and many rows of seats. The stadium is partially obscured by green trees. In the background, several tall buildings are visible. The most prominent one is a cylindrical tower with a red top section that has the 'acom vo' logo. To its left is a tall, thin tower with a blue section that has the 'KOH' logo. Other buildings of various heights and colors are scattered across the skyline.

Johannesburg

Why ignite 2024?

YOUR CONNECTION TO AFRICA

Connecting Entrepreneurs, Connecting Africa.

EO Ignite 2024 is not just another business conference, it is also a sensory journey with destinations and activities beyond the inspirational confines of the venue. Our professional EO Johannesburg team have put together an incredible conference packed with choice and inspiration, and you can expect:



“Unique Conference and Venue facilities”

“Business opportunities that unlock Africa”

“Keynote speakers that truly inspire”

The Grand Opening *The Leonardo* *Alto234*

Towering majestically over Sandton, South Africa's richest square mile, The Leonardo Hotel Welcomes Ignite 2024 to Johannesburg's ultimate luxury destination and commercial centre.

After a seamless check-in and registration, your journey of inspiration begins and there is no better way to elevate your business conference experience than at our exclusive luxury rooftop venue Alto234, Africa's highest restaurant and bar, where sophistication meets inspiration. With breath taking panoramic views as your backdrop, the stage is set for a day of insightful speakers and groundbreaking discussions centred on the wonderful opportunities that Africa presents.



The Bush Conference Cradlemoon Lakeside Retreat



After a day session to remember, our concierge service will whisk you off to your secluded bush haven retreat Cradle Moon, unpack the day and set out to a relaxing traditional South African braai/barbecue. Experience the magic of Cradle Moon Retreat, your residence, and conference headquarters for Ignite.

Get ready for a surreal stay amidst the beauty of nature, this tranquiloasis nestled in the Cradle of Humankind offers a serene escape allowing you to recharge and actively engage.

All work and no play?

Forget it!

Inspiring Keynotes

Keynote Speaker
Author, Futurist and Speaker

John Sanei, a future strategist and transformation specialist, ignites excitement for the evolving landscape of work, leadership, and education. Leveraging neuroscience and psychology, he crafts innovative workflows and strategies, ensuring organizations thrive amidst change. With global expertise and five best-selling books, he empowers entities to future-proof for sustained success.



JOHN SANEI

Get set and wow your entrepreneurial spirit with a glimpse into the powerhouse speakers gracing Ignite 2024.

With diverse backgrounds in leadership, media, luxury, and digital innovation promise to ignite your imagination and set the stage for an electrifying line up of conference speakers.



DR. MZAMO MASITO

Google Africa
Chief Marketing Officer

Dr. Mzamo Masito, Google Africa's Chief Marketing Officer, boasts 25+ years in technology, telecommunications, and consumer goods. With a journey from Vodacom to Nike, he's driven by excellence. Armed with a PhD and MBA, he champions democratizing opportunities. Motivated by respect and ubuntu, he illuminates pathways for African business growth.



RAZIA PILLAY

IAB
Chief Executive Officer

Razia is a versatile professional with over a decade of experience guiding South African Publishers through digital transformation. Recognizing the importance of millennial voices, she champions young black talent in digital media and marketing. Razia she advocates for mental health and female leadership, committed to achieving organizational goals.



NTOKOZO MASEKO

YourLuxuryAfrica
Editor

Ntokozo Maseko, seasoned journalist and editor since 2007, led BONA as its youngest editor. With expertise in luxury brand content and PR from MAC Cosmetics and FNB Art Joburg, she redefines African luxury through YourLuxury Africa, aiming for global resonance. Recognized on Mail & Guardian's 200 Young South Africans list.



GERALD GARNER

LocalPlaces
Founding Director

Gerald Garner, founder of LocalPlaces, hosts meaningful tourism experiences in Johannesburg and Cape Town. Formerly involved in urban regeneration, his tours grew from his acclaimed book, Spaces & Places – Johannesburg. A landscape architecture graduate, his passion lies in storytelling and city exploration.



FAMILUSI AKIN BABAJIDE

The FAB Group
Group Chief Executive

Familusi Akin Babajide, known as FAB, is a Nigerian entrepreneur from Lagos, Nigeria. Starting his first venture at 8, he rose to Group Chief Executive at The FAB Group, blending science and business acumen. Founding Under 40 CEOs, he champions young African entrepreneurs, driving innovation and socioeconomic transformation.

EO Ignite Event Itinerary

Day 1

Sun 17 Mar

10:00 - 11:00
14:00 - 15:00
15:00 - 23:00

Arrival & Registration at Leonardo Hotel in Johannesburg
Transfer by bus to Main Venue : Cradle Moon Retreat
Check-in, Conference Kickoff, Inspiring Talks, Dinner, and Pool Party

Day 2

Mon 18 Mar

06:00 - 09:00
09:00 - 18:00
18:00 - 23:00

Morning Activities - Choose your adventure from hiking to game drives
Breakfast, Conference Sessions, Expo Tour, Lunch, and Networking
Event-Engagement and connect
Sundowner Beach Party, Opening Moment, and Celebrating -
Experience Unforgettable moments

Day 3

Tue 19 Mar

07:00 - 10:00
10:00 - 11:00
11:00 - 12:00
12:00 - 13:00

Morning Activities - Embrace the new day with invigorating activities
Final Conference Session, Culminate your Learning experience
Check-out and farewells - Reflect on the shared memories
Shuttle Transfer - Depart with new connections and insights

Physical and Digital Marketplace



Engage and plug into Ignite's bustling hub of business activity, where innovation, networking, and opportunity converge. Integrating digital and physical spaces, our marketplace serves as the heartbeat of Ignite, empowering attendees to showcase services, products, and expertise with relish.

We suspend the non-solicitation rule, encouraging open dialogue and collaboration.

Amplify your brand's visibility by renting a space in our marketplace, whether you're a seasoned entrepreneur or a burgeoning accelerator start-up.

Join us to make connections that propel your business forward with zeal and creativity.



Leisure Activities Available

Start your days rejuvenated, feel the energy of the African bush, and gear up for the excitement of an array of activities to suit every adventurer's spirit. Whether you are an avid mountain biker, canoeing enthusiast, enjoy the great outdoors for a hike, crave the thrill of a game drive or the lazy rhythm of a cruise on the barge the choice is yours. You will be able to book all your activities through our concierge service.





Say the words Gazoo Racing (GR) and you immediately conjure up images of the giant-slaying Toyota GR Yaris, the superb Supra or the Toyota GR Motorsport team that won the 2022 Dakar. Whether it's 4x4 or pedal to the floor, adventure awaits.

Breakfast Run Experience

4x4 Experience

 The logo features a colorful starburst icon to the left of the word 'ignite' in a white, lowercase, sans-serif font. The starburst is composed of several colored segments (yellow, green, blue, red, purple) radiating from a central point.



Concierge Service

Not sure where to start or finish? Relax. We have you covered! Our dedicated concierge service is on standby to assist you every step of the way. For all your questions we have all the answers. Our team is here to ensure your experience is stress free and rewarding. Stay informed and up to date all the way!

For any concierge queries, please contact Tannur at:

Mobile: +27 83 977 5299

Email: concierge@eo-ignite.com

Date : 17 - 19 March 2024

Cost:

Member Rate – R20,000 including accommodation, Conference sessions, meals, and planned activities.

Venue:

Guests to be dropped off at Leonardo Hotel in Johannesburg on Day
Guests will be bussed to the main venue, Cradle Moon Retreat, after lunch on day one.



TEDTalks:

If you would like to do a TED Talk at Ignite, complete the

application form : <https://eo-ignite.com/speaker-application-form/>