

Regent Business School's REDhub to nurture entrepreneurs

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Regent Business School*, a member of the global Honoris United Universities network, has unveiled an entrepreneurial and enterprise development centre to fuel sustained economic recovery at a grassroots level. This follows projections by analysts worldwide that SMMEs (small, medium, and micro enterprises) will play a pivotal role in shaping post-Covid-19 realities. The Regent Enterprise Development Hub (REDhub) aims to nurture resilient, localised ecosystems and breathe life into ideas and concepts to stimulate impactful, new venture creation.

Speaking after the virtual launch of REDhub on 18 June 2020, Professor Osman Seedat, Deputy Dean of Regent Business School, reiterated that now is the time for innovative players to thrive. "Covid-19 has snatched lives, stolen livelihoods and crushed revenue streams but has, ironically, birthed a new era for opportunity and innovation. Around the world, the entrepreneurial spirit is in full throttle, powered by pioneering and problem-solving philosophies. REDhub fosters this sentiment by crafting an agile, enterprising mindset and skillset while creating or tapping into local revenue streams to catalyse socio-economic growth at a community level."

REDhub leverages the business school's national innovation hubs or iLeadLABs and the continuous improvement initiatives to its knowledge-exchange practices, as part of its long-term commitment to social and economic upliftment through quality education.

Prof. Seedat further explains, "Micro-enterprises, new venture creators, and small businesses who are given access to REDhub will receive expert guidance on accessing new markets and building collaborative networks. The ultimate focus is on mitigating against poor business strategy and retraining (upskilling and reskilling) working adults."

REDhub provides startups and small business owners with a range of services, among them business incubation, provision of co-working spaces and makerspaces, laboratories for product conceptualisation, prototyping and development, mentorship, a business advisory desk, facilitation of access to finance, accounting and tax services.

Innovative minds with bright ideas should *submit their ideas or apply via redhub@regent.ac.za for consideration by a panel of experts.* Selected candidates will go through an intensive *programme* during which they will have access to a range of subject matter specialists who will guide them along their entrepreneurial journey. Further details on the Regent Enterprise Development Hub (REDhub) are available at www.regent.ac.za.

*About Regent Business School

Since 1988, **Regent Business School** (RBS) has been at the forefront of premium management education across the continent. Headquartered in Durban KwaZulu-Natal, RBS's acclaimed finance and management programmes have helped individuals and organisations build and sustain competitive advantages in a rapidly changing, complex business environment. With tuition centres in all major hubs, Johannesburg, Cape Town, East London and Pretoria, as well as in Eswatini and Namibia, the institution's alumni base of 5,000 is rapidly expanding.

Regent Business School offers 30 formal programmes ranging from Higher Certificates to Doctoral programmes. These qualifications have a strong employability focus using the iLeadLABs as a basis for empowering students.

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