

**AMIE Academy candidates celebrate a milestone  
17 October 2024**

The world-renowned anthropologist and author Margaret Mead said: *“Never doubt that a small group of thoughtful committed individuals can change the world. In fact, it's the only thing that ever has.”*

These words could not be truer for the transformation initiative of the Association for Meat Importers and Exporters. In mid-2023 the AMIE Academy was launched with a 12-month development programme aiming to up-skill entrepreneurs and ready them for investment, growth opportunities and Enterprise Supplier Development programmes.

The current cohort (the pilot group) started in November 2023 with the first phase of the curriculum - a high-intensity entrepreneurial programme – The Business Bootcamp. This programme is tailor-made for entrepreneurs and covers a wide range of critical topics including business ethics, financial management, marketing and innovation and more.

While this programme was conducted our pilot group also underwent a Business Assessment programme since August. Each business was assessed to determine how ready they were for upscaling or funding. The process included interviews and site visits and the final report provided insight into how existing gaps can be filled by specialised business service interventions.

On Tuesday 15 October 2024, our pilot group of candidates received their certificates of completion of the Business Bootcamp signifying their commitment and skills level enhancement. AMIE CEO, Imameleng Mothebe highlighted that it is not unusual in such a programme for candidates to drop out. But none of our pilot group dropped out. They are all still motivated and in the programme.

This is not only a testament to our candidates’ resolve to succeed but also to the success of the programme design, facilitated by the AMIE roll-out partner Tushiyah Xchange. While these entrepreneurs are focussing on a very specific industry (that of meat and poultry imports and exports), they first need to acquire the tools they need to be successful entrepreneurs. This phase is now complete.

The final phase of the programme kicked off in October with a unique curriculum that is industry-specific and designed around the regulatory framework and value chain of meat imports and exports in South Africa.

The AMIE Academy entrepreneurs will also be showcased on an industry-specific portal where interested stakeholders in the industry can connect with them. It is a portal where entrepreneurs can request further interventions, assistance or coaching or apply for funding and link into procurement networks.



## MEDIA RELEASE

The first cohort (or pilot group) will complete their programme in December 2024 but will still have access to this portal which will provide them with the tools and connections to scale up as well as link them into an ongoing community of practice.

While we are celebrating the success of year one of the Academy, we have received more than triple the amount of applications for the next round and are currently busy with a selection process to select the 10 – 15 most suitable candidates for the 2024/25 cohort which will kick off their first engagement in November 2024.

We could not have reached this milestone without the commitment of our candidates, the excellent standard of content and delivery by our partner Tushiyah and the overwhelming support of the AMIE Executive and members.

Our small group of committed individuals are changing the industry they operate in every day, and we are excited about the momentum the initiative has gained.

**For more information, contact:**

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