

MEDIA RELEASE

10 AUGUST 2017

GABORONE, BOTSWANA

**DE BEERS PARTNERS WITH STANFORD
GRADUATE SCHOOL OF BUSINESS TO
EMPOWER YOUTH AND ENTREPRENEURS IN
SOUTHERN AFRICA**

Aims to create jobs, diversify economies and increase regional prosperity

De Beers Group today announced a US\$3 million, three-year partnership with Stanford Graduate School of Business (GSB) to empower young, aspiring entrepreneurs and established business owners in Botswana, Namibia and South Africa.

In partnership with De Beers, the Stanford GSB will launch two programmes in 2018:

- Seed Transformation Program
 - The Stanford Seed Transformation Program is a year-long leadership programme, taught by Stanford GSB faculty and Seed-trained local facilitators. The programme will provide management training, leadership team workshops and networking support to assist southern African leaders to grow their businesses, create jobs and help lead their regions to greater economic diversity and prosperity. The programme will be open to established business owners in Botswana, Namibia and South Africa.

- Stanford Go to Market
 - Stanford Go to Market is an intensive, one-week entrepreneurship boot camp, taught by Stanford GSB faculty. Through a combination of lectures, case studies, and small-group discussions, it will help budding entrepreneurs gain the confidence and skills to commercialise their business ideas and accelerate their route to market. Initially running in Botswana, the programme may expand to include participants from other southern African countries once fully established.

Funded by De Beers Group, the partnership will be supported by a range of Government entities in Botswana, including the Botswana Innovation Hub, the Botswana Ministry of Tertiary Education and the Ministry of Youth Empowerment, Sport & Culture Development.

Bruce Cleaver, CEO De Beers Group, said: “Economic diversification and youth employment opportunities are priorities for our government partners and are therefore priorities for De Beers Group as well. We believe these two programmes, in partnership with a world-renowned education entity, have excellent potential to help accelerate diversification and stimulate more opportunities for young and ambitious southern Africans.”

Dr Alfred Madigele, Minister of Tertiary Education for the Government of the Republic of Botswana, said: “We welcome the private sector’s support in developing programmes that will enhance diversity and have a positive socio-economic impact for the youth. Through The Botswana Innovation Hub, Government will provide the facilities, infrastructure, operational and technical support for the programme which has the potential to have an important impact on our economic future.”

Jesper Sørensen, Professor of Organisational Behaviour at Stanford Graduate School of Business and Faculty Director of Stanford Seed, said: “We are excited to work with the young and established entrepreneurs in the Southern African region through this collaboration. As with our experiences in East and West Africa, we are coming to learn as much as we are to teach. If the business and job growth that follows matches what we are seeing in our other locations, I anticipate this will be a very impactful initiative.”

The programmes will be headquartered at the Botswana Innovation Hub, a Science and Technology Park in Gaborone, Botswana.

-Ends-

NOTES TO EDITORS

The Stanford Seed Transformation Programme, southern Africa, will begin in January 2018. The application period will run from 8 August to 6 October 2017. To learn more about the program and apply, please visit <https://www.gsb.stanford.edu/seed/transformation-program/southern-africa>

The Stanford Go to Market Programme, Botswana, will be held in March 2018. Applications for the Stanford Go To Market program in Botswana will be accepted in Autumn 2017 and the cohort will be convened in March 2018. To learn more about the program and how to apply, please visit <https://www.gsb.stanford.edu/programs/stanford-gotomarket-botswana>

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ABOUT DE BEERS GROUP

De Beers Group is a member of the Anglo American plc group. Established in 1888, De Beers Group is the world's leading diamond company with expertise in the exploration, mining and marketing of diamonds. Together with its joint venture partners, De Beers Group employs more than 20,000 people across the diamond pipeline and is the world's largest diamond producer by value, with mining operations in Botswana, Canada, Namibia and South Africa. As part of the company's operating philosophy, the people of De Beers Group are committed to '[Building Forever](#)' by making a lasting contribution to the communities in which they live and work, and transforming natural resources into shared national wealth. For further information about De Beers Group, visit www.debeersgroup.com.

