



PRESS RELEASE

FOR IMMEDIATE RELEASE

First ever CSW Summit in Africa to Boost Collaborative Innovation coming to Johannesburg, June 23-24, 2016

Singapore and Johannesburg, South Africa (December 15, 2015) - [Crowdsourcing Week](#), the first global platform uniting thought leadership on collaboration and crowdsourcing, will bring its first event to Africa. In collaboration with [Innocentrix](#), an innovation business and technology service company, CSW Summit Johannesburg will take place on June 23-24, 2016 to highlight the trends, best practices, and practical insights on crowd economy. The 2-day summit will be held in conjunction with the annual innovation conference, Innovation Live.

This two-day international summit aims to foster collaborative innovation and showcase regional talent and connect local innovators, businesses and global crowdsourcing experts to build a strong foundation for the future of Africa with the theme, *"The Sharing Economy - Unlocking Africa's Potential."*

"Crowdsourcing as an organisational tool can lead to disruptive business implications and transformative innovations across sectors that are important for Africa to thrive in the new digital economy," says Epi Ludvik Nekaj, CEO and founder of Crowdsourcing Week.

CSW Summit Johannesburg is packed with insightful keynote presentations, panel discussions, and interactive sessions by [Henra Mayer](#), CEO of [Innocentrix](#), [Epi Ludvik Nekaj](#), Founder and CEO of [Crowdsourcing Week](#), [Christophe Fauconnier](#), Founder & CEO, [Innate Motion](#), [Paul Niederer](#), CEO of [ASSOB](#) and COO of Crowdsourcing Week and among others to harness the best practices of crowdsourcing suitable for the African audience.

According to Henra Mayer, CEO of Innocentrix. "We need to be more practical and build networks that allow us to take advantage of our strengths and find the right people that can help us get to the next level. This is a great step in that direction. Innocentrix is thrilled to be part of Crowdsourcing Week and look forward to playing a role in bringing innovation to life on the African continent."

About Crowdsourcing Week

Crowdsourcing Week is committed to helping organisations transition into a more open, connected, and socially productive society. We focus on how crowdsourcing can address the needs of today's leaders to bring about meaningful change. Our big, ambitious goal is to get everyone thinking about collaborating with their stakeholders to create shared value.

About Innocentrix

*Innocentrix is an innovation business and technology service company located at the Innovation Hub in South Africa. The company demonstrates over 50 years of innovation experience from across its team of experts. It serves South Africa's leading companies and has a strong network of international partnerships. Innocentrix also hosts the annual innovation event **Innovation Live** as well as the **Innovation League**, a ranking of South Africa's top innovation companies. Innocentrix's mission is to "Take you from concept to commercialisation".*

Please see the website for full list of speakers and agenda:

<http://crowdsourcingweek.com/csw-summit-johannesburg/>

Media Contact:

Maria Krisette Capati
Editorial Associate, Crowdsourcing Week
maria@crowdsourcingweek.com

Innocentrix Contact:

Henra Mayer
CEO, Innocentrix
henra@innocentrix.co.za