

# The Box Shop June 16 Food Market backed by American Express celebrated a youth on the rise

Issued by [OnPoint PR](#)

20 Jun 2019

Vilakazi Street came alive as it was transformed into the epitome of youth culture hustle, echoing the entrepreneurial and creative spirit of 2019 which celebrated a youth on the rise. With the powerful backing by American Express, The Box Shop June 16 Food Market celebrated its second year of the partnership.



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The food market featured 30 stalls operated by young entrepreneurs. Out of the 30 stalls, 12 stalls were dedicated to food from African-inspired traditional cuisines, hot authentic beverages, a display and showcase of local wines and ready to eat products. The remaining 10 stalls were dedicated to fashion, accessories and jewellery products.

American Express set up all 30 suppliers with Pocket Point-of-Sale (POS) devices at no cost to enable the youth-owned SMEs to transact with ease and to be used beyond the Box Shop June 16 Food Market at other markets.

Under the theme Uprising, this year's event recognised and celebrated "youth heroes who were remembered but never celebrated," says Sifiso Moyo, co-founder of The Box Shop. The establishment partnered with Mbuyisa Makhubu's family and the June 16 Foundation to commemorate Mbuyisa Makhubu's display of heroism and bravery on that fateful day when he carried 13-year-old Hector Peterson who had been shot by police.

The day's line up included a powerful knowledge sharing masterclass seeking to upskill young entrepreneurs. The masterclass unpacked the reality of being an entrepreneur in South Africa. The session was moderated by creative entrepreneur Nandi Dlepu. Joining the discussion to provide insights was the Box Shop co-founder Sifiso Moyo, American Express Executive Head - Mpho Sadiki, Founder and Managing Director of Candi & Co, Candice Thurston and Palesa Mnyaka's from Business Arts South Africa ( BASA).

Nandi Dlepu launched the session by saying "We should be looking to the future and starting conversations about the realities of entrepreneurship."

Executive for Card and Payment Acceptance at Nedbank, Mpho Sadiki advised the young entrepreneurs on cashflow solutions: "Cashflow is the lifeline of your business. It is important that you register as vendors with the service providers that you want to supply to prevent delays in receiving payments." Sadiki also encourage the youth to "Think about how you want to get paid. Cash is an option but having a point of sale device is important no matter how big or small your business is."

Palesa Mnyaka's (Business Arts South Africa) also shared her words of wisdom. "It's important to be creative and flexible

and to partner, to survive in entrepreneurship." Founder and Managing Director of Candi & Co, Candice Thurston, urged the youngsters to be purpose driven and passionate, taking on all challenges, to ensure success in their endeavours.

According to Sifiso Moyo, the evolution of public markets in South Africa contributes positively to the country's image. Such a phenomenon plays an important role in stimulating the culture of travel, from a domestic perspective. The market is now perceived and understood in the context of the long urban tradition across South Africa.

The day was filled with live music and performances from local hip-hop and soul music artist, deejays, dances, poetry, pop up gallery, fashion show and a live mural painting of Mbuyisa Makhubo by artist Senzo Nhlapho.

## Background

Every year, in the dry white season of Johannesburg's winter, we gaze back into the seismic events of 1976, 16 of June, a nostalgic moment that changed the face of history, as we know it. The most dramatic display of bravery and patriotism by the South African YOUTH. The seeds, which gave rise to the fruits and the sacrifices of the then youth, has propelled and shaped today's youth to be creators of culture, and rise above the challenges they continually face.

For today's youth, 16 June, 1976, must remind them not only of what was, but it should celebrate the possibilities of those who are not amongst us today, of what they could have achieved or contributed to the progress of this country, because the work of 1976 is still not complete .

The Box Shop, has inherited the baton to keep the spirit of June 16 alive by choosing to celebrate and commemorate the youth, by investing on enterprising them in the creative and hospitality sectors.

## About Box Shop

The Box Shop SA is a lifestyle and retail initiative founded with a primary objective of solving access to market problems faced by Small to Medium Enterprises in the textile, accessories, cosmetics, furniture and crafts industries. The Box Shop SA offers a platform for young entrepreneurs to grow their businesses by reaching markets beyond their social influence and eventually positioning themselves in global markets.

## About American Express

American Express is a global services company, providing customers with access to products, insights and experiences that enrich lives and build business success. American Express has partnered with a select group of leading banks and financial institutions around the world to issue American Express-branded products and acquire merchants on to the American Express merchant network. By leveraging its partnerships, global infrastructure and the powerful appeal of the brand, American Express has gained even broader reach for its network worldwide. In South Africa, Nedbank Ltd is the licensed issuer of American Express-branded Cards in South Africa, and also signs up merchants to accept American Express Card transactions. For more information, visit [www.americanexpress.co.za](http://www.americanexpress.co.za) and like the American Express Facebook page; @AmericanExpressSA.

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