



# The IAE Partners with The Eswatini Career Expo

Towards a Multi-Year Growth Roadmap

## About The Eswatini Career Expo

The **Eswatini Career Expo** is a national event that addresses entrepreneurial skills and the employment information gap, in particular between the in, and out-of-school, as well as the marginalised youth as they prepare to explore their career options and the possible opportunities available to them in the job market.

Hosted by the *Ministry of Labour and Social Security (MoLSS)* in collaboration with the *Ministry of Education and Training (MoET)*, *Ministry of Commerce, Industry and Trade (MCIT)*, Ministry of Information, Communication and Technology (MICT), *Ministry of Sports, Culture and Youth Affairs (MSCY)*, the Career Expo is one of the most important events in the Kingdom of Eswatini as it seeks to connect potential employees, employers and funders, as well as equip the next era of businessmen and businesswomen.

## Implementing Partners

The Eswatini Career Expo is made possible through the following partnerships:

1. The Innovators Association of Eswatini (The Innovation Hub)
2. Piggs Peak Town Council
3. EIPA
4. ESCCOM
5. UNDP
6. UNICEF
7. World Bank
8. Eswatini TV
9. Eswatini Environmental Authority (EEA)
10. Eswatini National Youth Council (ENYC)
11. UNESWA
12. Limkokwing University of Creative Technology
13. Business Eswatini
14. Eswatini Junior Achievement (JA)
15. Taiwanese Embassy

## 16. International Labour Organization (ILO)

### How The IAE Is Contributing to the Eswatini Career Expo

Members of the IAE have played a very pivotal role in this year's Career Expo. Here are the following roles we have filled:

#### 1. Unicorn In Dickies

As a creative, Unicorn In Dickies designed the official Career Expo logo and brand identity.

#### 2. Bagcinele “Krayzie Historian” Fakudze

Krayzie Historian will be managing the Career Expo's TikTok channel and social media campaign. During the build-up and live-stream events. He will further create engagements with young people and expo attendants that align with the theme of empowering youth entrepreneurship.

#### 3. Simanga “B-Sim” Ntsini

B-Sim will be rendering poems that express the issues of youth unemployment and inspire hope during the Career Expo's launch event, as well as the different instalments in all four regions. He will be alongside Sam (the Poet).

#### 4. Kingdom XLR

In collaboration with Unicorn In Dickies, Kingdom XLR has been responsible for all the visual material that will be used to promote the Career Expo. Marketing material made by Kingdom XLR will be used throughout the year till the next Career Expo.

It includes:

1. Poster designs
2. Clothing gear designs
3. Pull-up banner designs
4. Motion/video graphics
5. Audio promo advert

#### 5. Bonkhe “Everybody” Nhlabatsi

As a visual director and videographer, Bonkhe Nhlabatsi will be responsible for capturing footage throughout the entire Career Expo. This includes the launch event and the four regional instalments. He will be alongside Eswatini TV. He will later edit the video content for promotion throughout all social media channels.

## 6. Charles Maseko (IAE Board Member)

As the IAE's Head of Technology and Data Analyst, Charles Maseko was responsible for designing and drafting the official survey that was used to study the Career Expo's target demographics and further analysed the information that informed the Career Expo's strategy thus far.

## SDGs The IAE Is Contributing To Through the Career Expo

One of our tenets as the IAE is to actively contribute to the attainment of the *United Nations Vision 2030* through the implementation of the **17 Sustainable Development Goals**. Through this partnership, the IAE is promoting the following SDGs:

SDG	Details
1. No Poverty	End poverty in all its forms.
2. Zero Hunger	End hunger, achieve food security and improved nutrition and promote sustainable agriculture.
3. Good Health & Well-being	Ensure healthy lives and promote well-being for all at all ages.
4. Quality Education	Achieve inclusive and equitable education and promote lifelong learning opportunities for all.
5. Gender Equality	Achieve gender equality and empower all women and girls.
8. Decent Work & Economic Growth	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.
9. Industry, Innovation & Infrastructure	Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.
10. Reduced Inequalities	Reduce inequality within and among countries.
17 Partnerships for the Goals	Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development.

## How The IAE (and its members) Will Benefit from The Career Expo

Through our innovative works and participation, the IAE gets to grow its network of partners with the participating ministries as well as the Career Expo's implementing partners. This opportunity exposes the IAE to over **6 Government Organisations** and over **15 Non-Government Organisations**. The potential upsides will allow the IAE, the Innovation Hub, and all its members to grow immensely over the coming years through partnerships and direct business opportunities for member companies.