

# CIDA Empowerment Fund



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CIDA Empowerment Fund (“CEF”) is a 100% subsidiary of the CIDA Empowerment Trust. Effectively a 100% black-owned and controlled broad-based investment company, CEF was established with the sole objective of building a high yielding investment portfolio, to secure a sustainable source of annuity funding for the delivery of education through the CIDA Education Group. CEF is managed by a team of women investment professionals.

CEF seeks to acquire stakes in a mixture of high growth, highly cash generative firms at attractive prices to build an endowment fund to finance the education and empowerment of economically and socially disadvantaged black South African. This is delivered through the CIDA Education Group, the country's first and only virtually free, tertiary higher education institution. Such an endowment can only be achieved by investing in companies which generate superior returns and sustainable dividend flows.

Selecting CEF as a BEE partner, not only gives companies the opportunity to transform their businesses and remain relevant and vibrant, but also enables them to help transform and empower thousands of South Africans as a percentage of their dividend stream is used to fund the education and training of CIDA business students.

CEF offers companies operating in South Africa a one-stop solution to broad-based BEE, encompassing the key areas of equity ownership, management control, employment equity, human resource development preferential procurement, enterprise development and corporate social investment.

“South Africa is inspired by the vision of CIDA Campus.”

- Wendy Luhabe

“WOW! Even after an 18-hour flight to the US, I am still high on CIDA! It was one of the best days of my life! I can't wait to begin to tell the world about the miracle in Johannesburg called CIDA. CIDA gives me a completely new optimism for Africa. And WOW!!!!!!”

- Tom Peters,  
author of *Circle of Innovation and In Search of Excellence*.