

Dr. Taddy Blecher (ZA)
 Chief Executive Officer
 CIDA City Campus
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Born in 1967. Taddy Blecher was educated at Wits University where he graduated with a Bachelor of Science in actuarial science and statistics. He was awarded the Liberty Life Gold Medal as the top actuarial science honours student countrywide and also received the Wits University Alumni Honour Award in 2003.

Taddy Blecher began his career as an actuary before joining Monitor Group Company where he was voted consultant of the year three times in a row. In 2000, Taddy Blecher co-founded the CIDA City Campus, the first virtually free higher education institution in South Africa. Since then, he has been acting as its Chief Executive Officer.

He received numerous awards such as the Black Management Forum Award or the Nedbank Prosperity Sustainability Award. In 2002, CIDA City Campus also took the honours in the grand prix award in the Age of Innovation competition for the most innovative organisation in South Africa. Furthermore, the Commonwealth Secretariat appointed CIDA City Campus to serve as a Regional Centre of Excellence in Higher Education.

Taddy Blecher is a Fellow of the Institute of Actuaries in London and a Fellow of the SA Society of Actuaries.

Theses
**The Critical Role
 Relevant Tertiary
 Education Will Play
 in Building a Future
 in Africa**

Developing today's youth into tomorrow's leaders and entrepreneurs is fundamental to creating long-term sustainability and a competitive nation in a developing country. It is not a luxury – it is a necessity, and it is central to CIDA's mission as a virtually free university that provides education for thousands of talented students who otherwise would have been left behind.

While CIDA City Campus has taught entrepreneurship as a course since its inception in

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2000, the year 2006 will see the doors open to a dedicated School of Entrepreneurship, purpose-built to encourage business creation, generate employment and develop untapped human potential so that people can transform themselves, their communities and their country through education, a positive attitude and an entrepreneurial spirit.

CIDA's model will teach disadvantaged students in South Africa that entrepreneurship is the key to liberty and prosperity. These students, who are still of the generation robbed of the opportunity to gain basic education under apartheid, have been convinced over years of neglect that they are bound to a destiny of poverty that they cannot escape. In Maslow pyramid terms, liberty is something out of reach and overshadowed by immediate needs like shelter and food for the family. CIDA intends to transform these perceptions by:

- Enhancing the image of entrepreneurship as a desirable career option
- Identifying and nurturing individuals with high potential
- Educating potential entrepreneurs in a way that is practical, relevant and holistic
- Providing all students with real-world business skills that will be useful, whether individual students ultimately choose to be employees or self-employed
- Encouraging the dissemination of basic entrepreneurial skills amongst rural and urban communities throughout the country
- Supporting start-ups and micro-enterprises with respect to: skills, mentors, services, networks and financing arrangements

The result will be graduates who have a sense of freedom of choice and have learned how to take responsibility for their own future, and in turn the economic future of South Africa.