



REPUBLIC OF ESTONIA
MINISTRY OF FOREIGN AFFAIRS



Zabo Mkhisi
AFRICAN SCHOOL
OF PUBLIC AND INTERNATIONAL AFFAIRS

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INVITATION

BUILDING A SUCCESSFUL **STARTUP** ECOSYSTEM

Case Studies from Estonia & South Africa

 14 Nov 2025



09h30 to
13h00

Kgorong Building, 4th Floor,
Functions Hall,
Muckleneuck campus. Pretoria

Goal: To have a better understanding of how effective startup communities are built. Evaluating the role of digitalisation in supporting business activities. To compare how the two ecosystems operate and to collect best practices.



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A startup ecosystem is a community and network of startups in a specific location. This includes the various types of people and organisations that interact with and support startups including investors, startup accelerators, startup incubators and hubs, startup service providers, venture capitalists, startup communities and networks, relevant government agencies, and people working for startups.

Latitude59' CEO Liisi Org

Latitude59 CEO Liisi Org will discuss how the Estonian digital ecosystem has helped grow and scale the startup community in a country with just 1.3 million people and 10 unicorns. She will present Estonia's initiatives to share best practices with African countries and discuss how South Africa-Estonia relations can continue to develop through cooperation with Latitude59 and Estonia's startup community.



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