



PROFILE

BROADCASTER | MEDIA TRAINER |
CONFERENCE MODERATOR | PROGRAM DIRECTOR

LIABO SETHO

Liabo Setho is a seasoned broadcaster and specialist financial journalist for the South African Broadcasting Corporation. She has 18 years experience reporting, writing, producing and anchoring radio and television news.

ABOUT ME

Liabo reports on business, technology, telecommunications, macro economics, state owned enterprises and the SMME sector. She has covered local and international business conferences and events, from the prestigious World Economic Forum held in Davos Switzerland to wage strikes and NEDLAC bargaining Council Meetings. She has reported from important gatherings such as World Bank and International Labour Organisation meetings, and interviewed local and global power players and decision makers on issues affecting the business world.

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Liabo is also a creative story teller who is passionate about bridging the gap between the business world and ordinary people. She anchors SMEOnPoint, SABC News' weekly flagship show about the small business sector and its place within the national and global business map. As the show's producer and anchor, Liabo documents stories about small and medium business owners. On SMEOnPoint, Liabo interviews inspirational thought leaders, innovators and ordinary men and women who are driving economic growth through entrepreneurship. Through her work on SMEOnPoint, Liabo has cemented her place as a champion of small businesses.



Liabo is a TEDx Speaker, Media Trainer, experienced Master of Ceremonies, Conference Moderator and Facilitator. She is also actively involved in women empowerment programmes as a member of the Inspired Connect Network, where she focuses on unlocking marketing opportunities for women-led businesses.