



Name: Tiro Matjiu

Title: Market Access and Business Development specialist

Tiro Matjiu, affectionately known as Mr. T, is a seasoned Market Access and Business Development specialist with extensive experience in supporting entrepreneurs in building sustainable businesses. His corporate background includes tenure at Nestlé, AVI, and EOH, where he honed his expertise in market access and business development.

Over a decade ago, Mr. T transitioned from corporate life to focus on entrepreneurship projects aimed at building authentic South African brands that can thrive in the local economy. Notably, he successfully led Mofaya Beverages Company from its inception, securing a foothold in the South African retail market. Mr. T has made contributions to the growth of brands such as DRIP, Chuck Chilli, TOYS WITH ROOTS, YOCOCO, MORGIN, AU GOLD and many others.

Throughout his career, Mr. T has mentored and advised over 500 entrepreneurs through various programs at esteemed organizations such as SASOL, Nelson Mandela University, Allan Gray, Department of Tourism, Commercial Transport Academy, and many more. His expertise and guidance have enabled entrepreneurs to build sustainable enterprises that leave a lasting legacy.

Today, Mr. T remains the go-to specialist for entrepreneurs seeking to establish and grow their businesses. His wealth of knowledge and experience make him an invaluable resource for those navigating the complexities of market access and business development.

