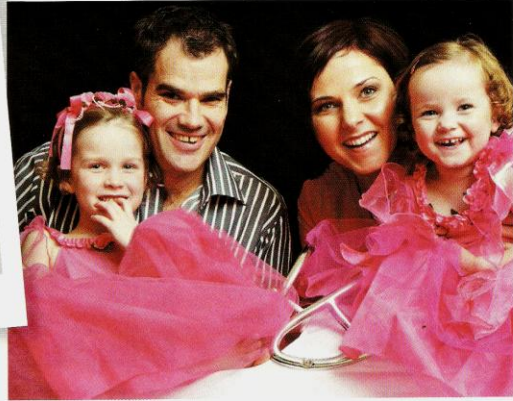


Beatrice Delpierre and Professor Pedro attend to the finer details of his beautiful artworks.



In the pink! Gerry and Beatrice Delpierre with their gorgeous girls, Talitha and Eugenie.

Living the philosophy of teaching

And the winner of the **Most Socially Conscious Business** is **Beatrice Delpierre!**

Tell us about your business, esSAy Gifts.

I wanted to do something that really would make a difference in people's lives. I believe that if you create jobs here in South Africa, you can reduce crime – staying true to the philosophy of teaching someone to fish as opposed to giving them fish.

My brother was very involved with charity work at the time, and he was my inspiration. Together we started esSAy Gifts – with every product having its own unique story, or essay. We buy products from people

with a lot of talent, who may not possess the necessary marketing- or business skills. All our products are handmade here in South Africa.

It takes a lot of careful planning to make sure that the products from the informal settlements reach the gala events of our corporate clients on time. Lack of infrastructure also presents challenges. One of our suppliers, Cynthia, has to take three taxis before she reaches the nearest post office to send us her precious beaded ostrich eggs.

Our suppliers make it all worthwhile. They are always so grateful for every order we get, because this means that they don't have to worry about income for the month. We could not have dreamed that we could make a difference to so many people.

What are you going to do with the money you have won?

The money will mostly be used to gain exposure for esSAy Gifts at trade shows. We hope to ultimately

focus on new ventures that will create more jobs.

Are you planning on expanding the business?

The longer we are in business, the more we will be known for high-quality products and excellent service. We hope to create more jobs through the additional publicity, new website and more sales agents.

How do you manage to balance your work and family life?

This is probably the biggest daily challenge of my life. It will also be more challenging this year with a baby on the way. When I am with the children, I try to focus on them 100%. Sundays are our special family day when no work is done. Without God in my life, a supportive husband and family, an inspiring brother, helpful friends and my mom's prayers, this would not have been possible.

For more information, visit www.essaygifts.co.za