

August 4

NATIONAL OFFICE

First Floor, 3 Gwen Lane, Sandown, 2196

P.O. Box 652807, Benmore, 2010

Tel: +27 11 784-8000/1/2/3 | Fax: +27 (0) 86 609 8248

E-mail: busa@busa.org.za | Website: www.busa.org.za

PARLIAMENTARY OFFICE

9 Church Square, 1st Floor Graaffs Trust Building

Cape Town, 8001

P.O. Box 3867, Cape Town, 8000

Tel: +27 21 465 1633 | Fax: +27 21 461 5470

Dear Members

APPOINTMENT OF MS NOMAXABISO MAJOKWENI AS BUSA CEO

JOHANNESBURG, 4 August 2011 -- At a BUSA Council meeting today, the appointment of Ms Nomaxabiso Majokweni was approved as the new CEO of Business Unity South Africa (BUSA). She will assume her new position on 1 September 2011.

The appointment was made on the recommendation of the President of BUSA, Ms Futhi Mtoba and Chairman, Adv Andre Lamprecht, in accordance with the BUSA Constitution. This brings to conclusion a process that started with the resignation of the previous CEO, Mr. Jerry Vilakazi.

Ms Mtoba said: "We are very excited about Ms Majokweni's appointment. She brings a wealth of experience from the private and public sectors, and has demonstrated her passion for and commitment to South African business in several of her previous roles. We are impressed by her strategic insights, grasp of broad business issues and her acute awareness of the transformation imperatives of our country."

She will be joining BUSA from her current position as an entrepreneur, having started her own consultancy, L'Avant Group, in 2006. Her consultancy specializes in tourism & location marketing and customer experience optimisation consulting.

Prior to this, she served as the CEO of the Sandton Convention Centre, owned by the Tsogo Sun Group, from 2003 to 2006. Leveraging her local and international business networks, the Centre was able to attract prestigious international conventions, exhibitions and special events. Internally she led organizational excellence and relentless customer focus. The Centre gained national recognition as an "Employer of Choice." Her legacy endures.

In her early career, Ms Majokweni was one of the first post-1994 economic representatives to be posted abroad by the Department of Trade & Industry. In her 6 years at the DTI, she served in Hong Kong (1996 - 1999) and Washington DC (2000 - 2002). DTI's mission was to position and market South Africa as a viable and competitive investment destination to a group of influential international stakeholders, including leading multinationals (like GE and GM), multilateral organisations, business associations, media and government.

Ms Majokweni, 42, holds a B.Com (Hons) in Economics from the University of Transkei. She has undergone executive development training at the University of Stellenbosch Business School, and at the IMD in Lausanne, Switzerland. All enquiries: BUSA press office 011 784 8000

