

**Women in Business Newsletter
Volume 4 - September 2020**



**Johannesburg Chamber of
Commerce and Industry**
Women in Business

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Johannesburg Chamber
of Commerce and Industry

THE JCCI *WOMEN IN BUSINESS INITIATIVE* recognizes that across Africa, women are the mainstay of the entrepreneurial sector-elevating and empowering them will benefit their families, communities, and the national economy.



**CELEBRATING
SOUTH AFRICA'S LIVING
HUMAN TREASURES**

#MyHeritageYourHeritage



MONTH 2020

SEPTEMBER

The Chamber believes in forming synergistic collaborations to expand its database and provide access to new and additional markets.



MOU signed with CGBW

The Circle of Global Businesswomen (CGBW) is a global network of innovative women committed to developing and promoting programmes to benefit women. **Sindi Tshabalala**, president of CGBW, has over 20 year's executive experience in driving transformation. Her passion to empower and develop women in business is visible on the platforms she uses promote her objectives.

JCCI signed the MOU with CGBW as both organizations are involved in promoting women in global trade. The agreement was signed on 14 September 2020 during a virtual meeting.

Address by JCCI President, Jacki Mpondo-Hendricks, at the Women in Global Trade event



Jacki-Mpondo-Hendricks is a businessperson and social entrepreneur. She has had roles in South Africa's creative industry, ranging from being a producer, talk show host and actress to being a founding member of the Independent Producers Organisation of South Africa and one of South Africa's first black female television and film producers.

As the president of JCCI, Jacki has demonstrated her passion for empowering women across societal boundaries and domestic borders. Her address emphasised the need for all stakeholders to unite in ensuring policies are revised to meet the objectives of the MOU

Valentina Mintah - Keynote Speaker at the Women in Global Trade event



Founder and former CEO of West Blue Consulting, **Valentina Mintah**, is the first African to be elected as a member of the International Chambers of Commerce (ICC) Executive Board. As a Ghanaian-British technology executive, Valentina is renowned for her expertise and the contribution she has made in trade facilitation and process automation.

Ms. Mintah, on behalf of the ICC, highlighted the fact that although Covid-19 is a global crisis that has had a negative socio-economic effect globally, all hope is not lost - opportunities for both the continent and women in trade ex.



MOU with Rotary International District 9400

Annemarie Mostert, the newly appointed District Governor of Rotary International District 9400, is a highly regarded business owner and social entrepreneur. She recently received the Responsible Business Owner Award at the Rotary International United Nations Open Day.

The MOU was signed on 14th September 2020 during a virtual meeting





MOU signed with Woman of Stature

The mission of **Charlotte Du Plessis**, founder and CEO of Woman of Stature, is to empower, collaborate with and support women to achieve their financial and personal goals. Woman of Stature is a proudly South African training, networking, and development organisation, established in 2013, that has developed an ethos of inclusivity, purposeful intent, and professional integrity.

JCCI signed an MOU with Women of Stature at a photo shoot featuring special guest TV and Radio personality, Kelebogile Mabotja



BRAND M ANAGEMENT TRAINING



Shereen Hunter is the founder and CEO of the Hunter Group, a brand management and professional outsourced services agency. The Hunter group offers a range of services, such as strategic direction, creative design, product development.

During September, JCCI was pleased to host a 4-day online Brand Management Training course, at which Shereen trained SMME owners on the importance of building a bold, consistent, and sustainable brand.

Shereen covered 12 topics, highlighting the importance of business owners *aligning brand principles to their core values as they are an extension of their brand*. With social media giving clients easy access to the owner, as a personal brand as well as their company, it is

important to remember that in the eyes of potential and existing clients, you represent your brand.



Ndumiso Mazibuko, the creative web designer of the Hunter Group, provided a practical illustration of building a company logo in a space of 30 minutes.

He touched on the significant effects of colour, font, and imagery in creating a solid logo. Ndumiso emphasised the impact that a logo has on a brand: “A logo is much more than just an image; it is a point of recognition for clients...”



For more info on Hunter Group contact:

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Guest Speakers



Katleho Tsoku, Regional Director of Yher and founder of Spark* South Africa,

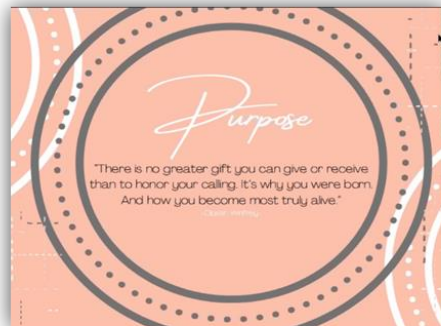
Katleho opened the brand management training on a high note with the sentiments of “Authenticity and Purpose”. She emphasised the importance of knowing oneself and aligning one’s purpose to the brand. After her brief experience in the restaurant industry, Katleho realigned herself with her core passion: women empowerment. When asked to speak on how her business once failed, she saw the opportunity to rebrand herself and align it with her purpose which became the brand we see today.

For more info contact her at:

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Tshegohatso Malepe is the founder of Mommy Game, a company providing guidance on all aspects of new motherhood. Tshego shared her love of everything involved in branding and brand management, closing with the following words: “Brands are so powerful that they form part of our lives and it is important to take time and to understand the context in which your brand exist in and its overall sense of purpose.”

One of her aspirations is to make an impact in the world of brands and create an empire that will ensure women are empowered to break boundaries

For more info contact:

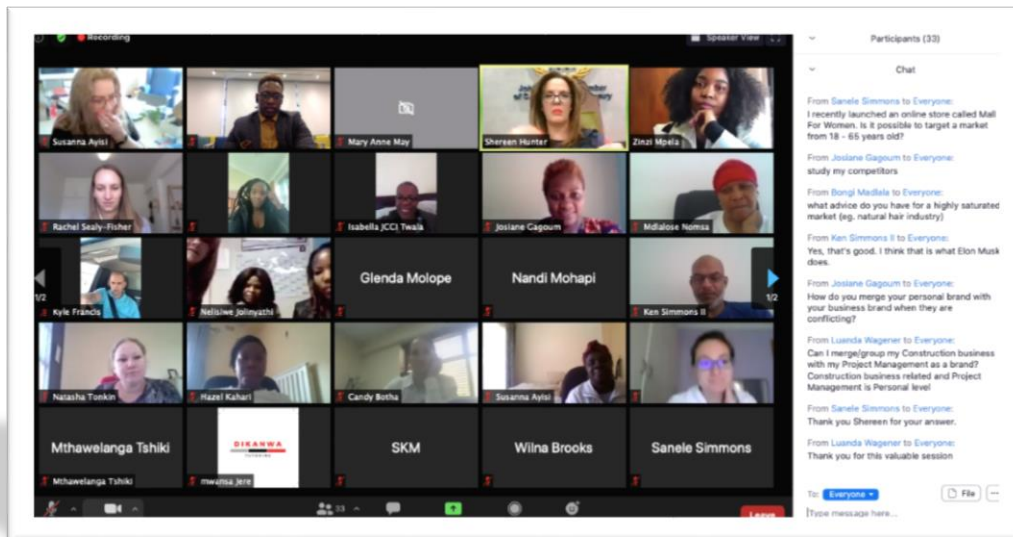
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Email: tshegohatsom@gmail.com



Online engagements of note

Participants from various industries and countries benefited from the brand management workshop. Their feedback highlighted how relevant and practical the sessions were for their respective businesses.



PROFILING WOMEN IN BUSINESS EDITION

Palesa Morabe: Founder and CEO, Pals Solution

Palesa is the founding director of Pals Empowerment Solutions (Pty) Ltd - a specialist skills development institution offering innovative, practical, and versatile CPD-accredited training solutions. Her willingness to learn and join in the monthly events marks her as someone who will enjoy success.

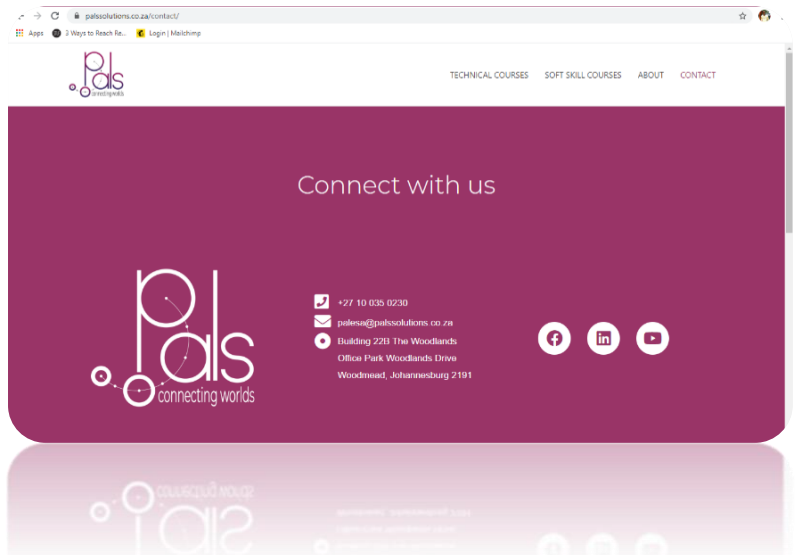
Palesa also supports the South African Young Leader for the World Women Conference & Awards, a Young Leader's Club, that focuses on helping the youth become successful members of their families, schools and communities. She is currently participating in a Director apprenticeship programme.

For more info contact:

Palesa Morabe

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**PALS EMPOWERMENT
SOLUTIONS (PTY) LTD**



Matefo Morakeng: Founder of Bella Maxi Sanitary Pads

Matefo is an entrepreneur with a genuine passion for empowering young girls' development by providing sanitary towels to the disadvantaged. Her coordination of national events promoting her products is impressive.

The Maxi Pads are made from wood fluff pulp which is both safe and great for absorption. They are individually wrapped for easy handling and absolute privacy.

“We are about ACCESS; our pads are AFFORDABLE without compromising on QUALITY”



For more info contact:

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Retang Phaahla: CEO of Setsong Tea

Retang Phaahla is a phenomenal woman who manufactures an indigenous and herbal-based product that adds great value to the community. Passion drives her business.

She made the JCCI incubation programme proud when she won the JCCI Global Accelerator award and recently applied for EU organic certification through Deutsche Gesellschaft Fur Internationale Zusammenarbeit.



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Upcoming events

- + Sales and Marketing Training on the 13th; 20th and 27th October 2020
- + Annual Women in International Trade conference in November 2020

Exports for Growth

Enrolment for the Export Growth Opportunity Programme has officially closed and training has commenced.

For more information on Women in Business opportunities and events, contact Zinzi Mpela at Womensdesk@jcci.co.za for more information on joining the world of international trade.

Zinzi Mpela: Co-ordinator of The Women's Desk

Join JCCI today!



About the partners



The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a federal enterprise with worldwide operations in 120 countries. GIZ supports the German Government in the fields of international cooperation for sustainable development and international education. The GIZ programme E4D- Employment and Skills for development in Africa, cooperates with the private and public sector in partnership by developing projects with the objectives to increase income, improve the employment situation, enhance business capacity and to upscale partner models.



Quoniam

QUANTITATIVE INVESTMENT ENGINEERING

Quoniam Asset Management GmbH is an independently operating asset management boutique led by an established management team. Its business model focuses on quantitative investment strategies for institutional investors in the asset classes of global equities and bonds. By supporting the women's desk, Quoniam demonstrates global social responsibility by investing into education and job creation specifically for women in a developing country.



Johannesburg Chamber of Commerce and Industry

The Johannesburg Chamber of Commerce and Industry, founded in 1890, is a not for profit, independent, association that represents the interests of business and plays a key role in the facilitation and promotion of international trade. As part of its programme to develop SMEs and contribute to growing the economy, JCCI focuses on training and supporting entrepreneurs to become sustainable exporters. Very importantly the Chamber assists them to access market opportunities.