

MEDIA RELEASE

South African Wine Industry appoints prominent business leader as Chairman

Mr Maxwell Maisela, a prominent South African businessman and industry leader, has been appointed Chairperson of the South African Wine and Brandy Company (SAWB^{Co}). The SAWB^{Co} represents the South African wine sector through four business chambers: Wine Producers, Cellars, Labour and Trade, focusing on competitiveness and transformation in the wine industry.

Maisela is currently Executive Chairman of NBC Holdings (Pty) Ltd, Chairman of Kopano Ke Matla Investment Co. (Pty) Ltd, a founding director of World Wide Africa Investment Holdings, a director of Don Suite Hotels, SA Excellence Foundation and African Renaissance. He is Chairman of the UNISA Board of Trustees, a Council Member of the UNISA Board and on the Board of Monash University. He is also advisor to labour on employment benefits.

Mr Jan Scannell, acting chairman of the SAWB^{Co}, welcomed Mr Maisela's involvement in the wine industry and remarked that with Max Maisela as the new Chairman, the SAWB^{Co} is now well positioned to play a leadership role in the South African, NEPAD and global environment.

Career

He commenced his working career as a marketing manager of the Benoni Board where he was involved in Financial Services. Thereafter he became a director of Minets Insurance Brokers. He then joined Alexander Forbes to become a Deputy Managing Director, and whilst there he introduced the "negotiated benefit concept" and founded Negotiated Benefits Consultants & Actuaries as a division of Alexander Forbes and served as Managing Director. The negotiated benefits system flourished and came to be recognised as one of the standard funding

vehicles in the Financial Services Industry in South Africa. In 1998, Max Maisela then went on to establish NBC Consultants and Actuaries, South Africa's first black owned and managed Employee Benefits Company and was CEO and Chairman, and currently Executive Chairman. He was also Chairman and Acting Managing Director of the South African Post Office.

Awards

He has received a number of prominent awards, amongst a few, (a) American Society of Competitiveness for his input on transformation in the SA Post Office, and (b) the South African Black Management Forum Award. He is also active in a number of Black Economic Empowerment initiatives.

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