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PROMOTION

SOUTH AFRICA



MASTER CLASS

South Africa's Graduate School of Business Leadership offers a pathway to management and leadership.

Having more than 150 of its business graduates listed in the *Who's Who of Southern Africa* is just one indication of the quality of the curriculum of South Africa's pre-eminent Graduate School of Business Leadership (SBL).

The school has established partnerships with and seen its alumni align with some of the country's biggest businesses.

One graduate, Alan Knott-Craig, formed Vodacom, South Africa's first mobile telecommunications company, in 1993. It is now a \$6 billion pan-African operation providing GSM services to more than 35 million customers.

Another graduate, Brian Molefe, is Chief Executive of Transnet, the republic's largest freight logistics company.

SBL is an autonomous academic department within the College of



"To be a world-class enterprise, you need innovative leaders who understand the business of the global environment."

**Professor David Abdulai
Executive Director and CEO, UNISA**

Economic and Management Studies at the University of South Africa. It is able to introduce such effective industry-relevant courses and programs because it has a significant number of top-level industrial partners, says Professor David Abdulai, the school's Executive Director and CEO.

In addition to its connections to the businesses led by its alumni, SBL has established a number of industrial partnerships and formed links with the education training authorities set up by the government to foster entrepreneurship among young South Africans.

One of SBL's highly valued longstanding relationships is with the food and beverages manufacturing sector, which

has been enrolling students in SBL's management development program on an annual basis for more than five years.

SBL was also awarded a contract by Denel, the republic's largest manufacturer of defense equipment in the military aerospace and land war industry. The school's mandate was to develop three levels of management and leadership programs necessary for such a globally competitive organization.

"To be a world-class enterprise, you need innovative leaders who understand the business of the global environment," says Abdulai. "You also need managers with the confidence and expertise to deal with the unique challenges that face businesses in southern Africa. The school helps organizations meet these challenges."

Conscious of its corporate social responsibilities in a society coping with the inequalities of resource distribution, overcrowding and other challenges, the SBL has been initiating a number of ameliorating projects, including offering scholarships for masters' programs to scholars delivering outstanding academic performances.

Most of SBL's academics are from overseas. "We remunerate our academics competitively in order to maintain a very high standard and afford them opportunities to attend conferences around the world so that they can interact and bring back their experiences to our school," says Abdulai.

"We offer a unique combination of management and leadership programs, and we are the only school in Africa that has a master's as well as a doctorate program in business leadership."

SBL collaborates with schools elsewhere in Africa and around the world, and it has partnerships with institutions in Ghana, Namibia, Ethiopia and Kenya, as well as Austria and Switzerland.

Emphasizing the SBL's continental significance, Abdulai says: "We are an African business school located in South Africa." ❖

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**"At Unisa SBL, we do not
only teach leadership, we
practise it."**

Prof. David Abdulai



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THE FAMOUS FIVE

South Africa joins an economic club of emerging giants and offers the four BRIC nations a well-established, stable financial and trading gateway into the African continent.

South Africa's business community is welcoming the chance for the country to join Brazil, Russia, India and China as the fifth member of a group of leading emerging nations—now to be known as BRICS—as a huge opportunity.

Although the republic's economy is minuscule compared to those of the other four countries, South Africa's membership extends the group's range to another continent, on which it has the most vibrant economy.

Even before the republic attended its first BRICS meeting, the Johannesburg law firm of Brink Cohen Le Roux was already working on a deal for a BRICS country.

"Many foreign clients that develop into Africa will ask us to assist them with their Africanization," says Johan Brink. "It's logical for foreign companies that

want local input into African transactions to use a Johannesburg-based firm because we understand the continent. What we do, as a medium-sized boutique firm, is to build up good working relationships with local lawyers in all key countries on the continent."

Africa is different from the other continents, he points out. "If you understand its unique challenges, you can introduce African-based solutions."

Voted the second-highest-rated medium-sized law firm in the republic's Gold Arrow awards this year, Brink Cohen Le Roux serves a broadly based multinational corporate client base. It specializes in mining law and mergers and acquisitions, acting as an advisor to parties involved in foreign investment from diverse countries such as the U.S., Belgium, Italy, Russia, Spain, India and Singapore.

The firm acted for the American Tower Corporation in the acquisition of 3,200 cell-phone towers either built or under construction in South Africa, which the company will manage correctly and efficiently.

Brink emphasizes that although South Africa is a developing nation, the skill level of the country's legal sector is comparable to that of any developed country.

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Winner of the 2011 Gold Arrow Award (medium-sized law firms) awarded by PMR.africa for achieving the second highest mean overall score of all rated medium-sized law firms in South Africa in an annual independent survey of SA law firms.



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**Johan Brink
Brink Cohen Le Roux**

For example, the firm successfully represented the Johannesburg municipality in the complex process of establishing a low-cost urban transport system. "The target was to get it up and running before the Soccer World Cup, and we managed that," says Brink. "When we have to deliver, we deliver. It doesn't matter where you are in the world; we will sort it out."

"Being part of BRICS is good news for South Africa and will result in a lot of cross-pollination and collaboration," says Jan Mocke, the Chief Executive of the Joburg Market, the world's largest fresh-produce market in terms of volume. With an annual throughput of about 1 million metric tons of produce, the Joburg Market exceeds the 900,000 metric tons sold at the Rungis International Market in Paris, previously deemed the largest.

"We can quantify exactly to the last kilogram what we trade and the price paid with every sale recorded on the market's IT platform," he adds.

Around 15,000 farmers make use of the Joburg Market as a distribution channel. Situated in the City Deep district only three miles south of Johannesburg's Oliver Tambo International Airport, the market has a buyer base of more than 9,500 retailers, wholesalers, exporters, processors and informal traders purchasing the produce of about 15,000 farmers. Its annual turnover exceeds \$445.7 million.

The market receives a 5% commission on the value of the sales and the agent takes 7.5%. But because there are so many producers and buyers, Joburg Market is spreading its reach further into Africa, forging a partnership with a Zambian company and advising on the development of a similar market in Lagos. It is also investing \$38.2 million on a "Market of the Future" refurbishment.

Aucor, South Africa's leading multi-sector auction house, also expects to

see benefits from the BRICS alliance. "Where will future growth come from? Africa," says Shannon Winterstein, Managing Director of the company his father and his father's cousins founded 40 years ago.

"South Africans know the continent's environment better than anyone else.

We're an African business, but we have worldwide valuation expertise and we are doing business worldwide."

Being what Winterstein describes as one of the "undertakers of the business world," Aucor promises its clients the "best possible funeral." The company does so by ensuring that its clients will receive the best price for the goods with which they are parting.

Whether selling Lamborghinis, country estates, old mine shafts, farm equipment, redundant salvage or cows, he says, Aucor directors and staff are mas-



ters of the auctioning trade. Banks and liquidators also consult the company to assess the true value of a business about to be merged or liquidated.

"Our biggest asset is our integrity," says Winterstein. In his opinion, what sets Aucor apart is its various market-sector leaders, each of whom focuses on their own territories while sharing information and services and using the same technology and marketing platforms.

The family still owns 70% of the auction house, he says, but this may change soon as the non-family shareholders are looking to buy more of the business. ❖