

## New CEO for Proudly SA

Proudly South African has appointed Manana Moroka as its new Chief Executive Officer, with effect from 1 November 2005. Moroka was previously the Deputy Director General of Marketing at the Department of Trade and Industry (the dti).

The appointment of Moroka as CEO will provide greater momentum in the campaign's transformation from its initial focus of generating awareness of the brand and logo into a second phase, which is about creating more value to Proudly South African members and changing consumer behaviour towards local products and services.

First launched in 2001, the campaign has achieved a national awareness rate of 80% and is now recognised as one of the country's top 50 brands.

The Proudly South African Board welcomes the appointment of Moroka and believes that her skills, attributes and experience will take the Proudly South African campaign to new horizons.

Moroka says: "I am excited about joining Proudly South African at this crucial point in the campaign's existence as we move from the launch phase into the next phase. The campaign has received criticism in the recent past, I am aware of the issues that were raised and together with the Proudly South African management team we will address these concerns."

The new sector based approach aims to build synergy with the mainstream national agenda with a view to complement the work of the NEDLAC constituencies.

In executing the sector based approach, Proudly South African divided members into six sectors aligned to government programmes, including information and communication technology (ICT); automotives; tourism; cultural industries; agro processing; clothing and textiles, leather and footwear; business process outsourcing (BPO); capital equipment; electro technical; and non-government (NGOs) and educational institutions.