



MAGGIE SANDRA SEFULARO

CONTACT

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PROFILE OF MAGGIE SANDRA SEFULARO

BACKGROUND

Maggie Sandra Sefularo obtained the following qualifications:

- Diploma in Public Relations & Marketing (Midrand Campus Distance Learning)
- Business Management & Administration (Eden Management College)
- Certificate in Entrepreneurship with the Ronald Brown Institute for Sub Saharan Africa through Pretoria University

EMPLOYMENT HISTORY

Before I started with my private business, I worked for the following companies:

- African Bank as Advanced Clerk & Secretary Typist 1979 – 86
- NAFCOC (National African Federated Chamber of Commerce) – PA to the Chairman of the Board - 1986 – 92
- In 1994 was deployed for a by government into the Ministry of Safety & Security as Secretariat for the Interim Advisory Council, which dealt with the integration of the whole of the South African Police Services.
- In 1995, Sandra was recruited to assist for a year with the Management Duties of the Secretariat for the National Commission on Higher Education (NCHE), primarily liaising with the Stakeholders in Higher Education, providing administrative, editorial and public relations support.
- In 1996 – 2001 she joined The Centre for Community Development of Vista University as a Public Relations Officer.

BUSINESS ACHIEVEMENTS

- After she left Vista University in 2001, she started a business manufacturing pottery and ceramics (as a tourism initiative program), also offering employment to seven permanent people and twenty agents.
- She obtained an orientation certificate in the Import and Export Market and participated in several International Exhibitions. This also resulted in her being recognized by the South African Tourism Board and she was awarded the Emerging Tourism Entrepreneur Award of the Year in 2002 and with this award she was sponsored a trip by Gauteng Tourism Authority to exhibit her products in London in November of the same year at the World Trade Market.
- Also in the same year, The Africa Project Development Facility (APDF) together with South African Sweden Partnership Fund, nominated her to represent both Companies in Sweden at the International Exhibition that was held in Vaxjo, Sweden in August 2002.

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- In March 2003, The South African Tourism Board offered me another opportunity to participate and exhibit her products on their Stand at an International Indaba Trade Fair in Durban, South Africa. The variety of products and artifacts she has produced appeared in a catalogue called “Products of Southern Africa”, launched and sponsored by The Department of Trade & Industry in 2004, a Magazine which is distributed internationally, reflecting Markets in South Africa.
- Appeared in the “Enterprising Women of South Africa – (First Edition 2004/5)”, which was published to showcase Women’s Achievements in South Africa over the past ten years.
- Have given a number of motivational talks locally and internationally in several Seminars, Workshops and Conferences.
- Was also directly involved in the strategy that came up with the launching of the Provincial SAWID (South African Women in Dialogue), as well as initiating and setting up the launch of the North West Provincial Chapter in 2006, where she serves as a Steering Committee Member from its beginning to the current date.
- As a Community Developer, my entrepreneurial flair has been tested countless times with regard to my ability and competency in setting up and initiating businesses for the community.

PARTICIPATED & SERVED IN THE FOLLOWING ORGANISATIONS:

- Owner and Director of SEBL Trading 72, Trading as Africa Legae Pottery & Artifacts (manufacturer of co-operate gifts and exporter of ceramics products): 2001 – 2010.
- Partner at MML Consulting (dealing with entrepreneurial skills, training) 2001 to present.
- CEO of North West National African Women’s Alliance (NAWA): 2003 -2013.
- Founder Member and Executive Committee Member of Moshito Wa Tshwane (an Arts & Crafts Business Forum in Pretoria) : 2004 – 2010.
- Coordinator of SAWEN (South African Women Entrepreneurs Network) 2005 – 2016.
- Founder member and the Chairperson of Onthatile. A HIV/Aids Care Centre, (an NGO which she started within the North of Pretoria) 2003 to 2011.
- Served as Trustee and Board Member at the Lonmin Mine Development Trust: 2002 – 2005.
- Member of South African Women in Mining Association (SAWIMA) 2003 to present.

- Executive Director of African Women Enterprise Investment (AWEVEST): 2003 to present.
- Consultant for Tshwane Metropolitan on developing Small Medium and Micro Enterprises – facilitating training and business opportunities: 2004 – 2008.
- Member and Affiliate to an International Women’s Organization in New York, Buffalo called “The Uncrowned Queens”, and is also a Founder Member of “The Uncrowned Queens Foundation in South Africa” – an NGO that deals with teenage pregnancies: 2005 to present.
- Trustee and Board Member of The National Federated Chamber of Commerce Investment Trust (NAFCOC-North West) 2005 to present.
- Served in the North West Premier’s Task Team, assisting with the establishment and management of Women Cooperatives in the Province: 2006 – 2008.
- Served as Marketing Director at Corporate Investment & Risk Consultant (A BEE Company, of which NAWA is an equity partner): 2007 – 2009.
- Director of Afro Medical City Holdings (Pty) Ltd: 2016 to present.
- Director at Fujian DeshengYin Impact Group (China) -2022 to present
- Chairperson of Atlanta Aviation Academy - 2023 until present
- CEO of Women in Mining SADEC South Africa (WIMSAA) - 2023 to present