



T H E

C H O S E N

◆ many are called. few are Chosen

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Announcement Media Release – For Immediate Release

Leading CEOs Unite To Tackle Leadership Challenges Facing South Africa.

Announcement - Top executives from a wide variety of industries have agreed to convene in a power-packed Council in October to debate and devise ways of improving the leadership skills in South Africa.

The delegates form a who's who of the country's most respected thinkers and decision-makers, and will unite for three days of workshops and debates.

The annual Leading CEO Council is now in its sixth year, and is designed to develop solutions to improve the quality of leadership in our companies and in our country.

The Council will also focus heavily on skills transfers and mentorship, and will put that into practice by mentoring 24 young people handpicked to attend because of their leadership potential.

The Council will also be attended by four of the country's brightest school children.

That makes the Council the only platform in South Africa dedicated to addressing the leadership crisis by bringing together three generations of the country's smartest thinkers.

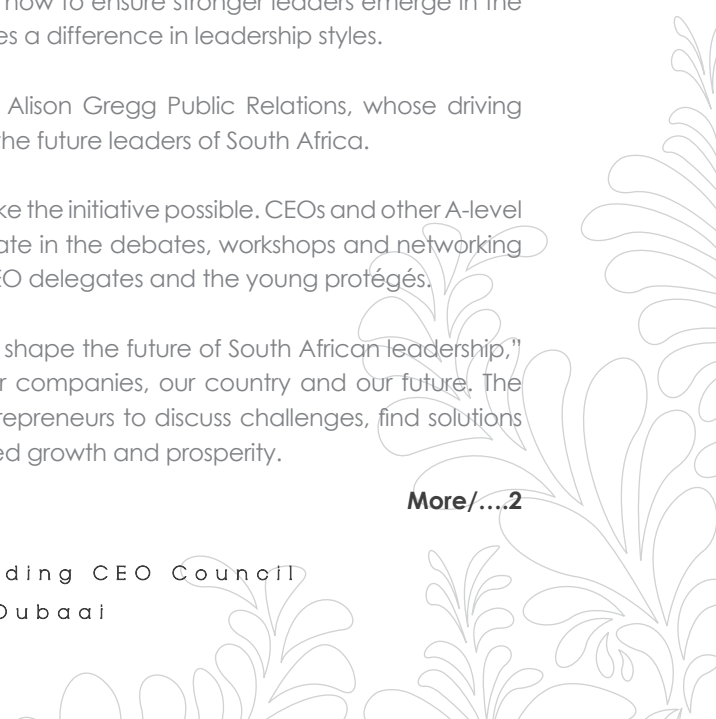
The dialogues will be led by leadership experts from Heidrick & Struggles and Matchboxology, with topics spanning and addressing the skills gaps; what can be done now to ensure stronger leaders emerge in the future; what young leaders want; and whether gender makes a difference in leadership styles.

The brains behind the Council is Alison Gregg, founder of Alison Gregg Public Relations, whose driving passion is to ensure that sufficient steps are taken to nurture the future leaders of South Africa.

Gregg has amassed an impressive array of sponsorship to make the initiative possible. CEOs and other A-level executives from the sponsoring companies will also participate in the debates, workshops and networking sessions, adding even more brainpower to the chosen 24 CEO delegates and the young protégés.

"The MTN Business Leading CEO Council is designed to help shape the future of South African leadership," says Gregg. "It has the power to make a difference to our companies, our country and our future. The council allows respected leaders, decision-makers and entrepreneurs to discuss challenges, find solutions and identify areas for potential cooperation to drive sustained growth and prosperity."

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Importantly, it will also help 24 of the next generation's brightest potential leaders develop the skills and the personal qualities they need to follow in their footsteps."

Previous councils have been attended by CEOs including Danny Jordaan, Tito Mboweni, Wendy Luhabe and Graca Machel. Invitations are now being sent to the 24 chosen CEOs for 2010, and the list of attendees will be released nearer the time.

MTN Business is the leading sponsor for the Council, which will be held in George from October 29 to November 1.

"Today's modern leaders need to be independent thinkers, innovators, not imitators, with the ability to enable other people to modify and revolutionise their own ways of thinking," says Angela Gahagan, managing executive MTN Business.

The company – a subsidiary of Africa's most successful cellular network operator – is delighted to support the council because MTN is a catalyst for change in Africa, and the Council will also inspire changes as the leading CEOs share their knowledge and visions for the future, Gahagan says.

"MTN Business is thrilled to be a part of bringing South Africa's top businessmen and women together to discuss leadership issues and to mentor those who will succeed them," Gahagan says. "It is an opportunity to engage in constructive dialogue and to forge invaluable relationships and associations which are crucial for the further growth and development of South Africa's business landscape."

The 24 youngsters have been selected by Brightest Young Minds (BYM), a non-profit organisation dedicated to channeling the hearts and minds of young people into initiatives that will have a positive impact on society.

BYM seeks to foster a new model of leadership in the emerging generation by helping them to become successful, powerful and responsible players, who can positively affect the social issues facing South Africa.

The four schoolchildren will be selected by rugby veteran Francois Pienaar's Make A Difference (MAD) campaign. MAD works to improve the lives of disadvantaged yet academically talented youngsters by creating educational opportunities for them.

Hyatt hotels as the hospitality sponsor will host the Council at the Hyatt Regency Oubaai Golf Resort & Spa. More than 20 leading global and local brands complete the array of sponsors, including Pam Golding Properties, Microsoft, BMW and Glenrand M.I.B.

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