

NAME : Hlonela Nelisa Lupuwana
EMPLOYER : Department of Trade & Industry
Enterprise & Industry Development
DESIGNATION : Seda Chief Executive Officer
YEARS OF WORK EXPERIENCE: 15 Years

1. PERSONAL PROFILE SUMMARY

Hlonela is currently the Chief Executive Officer of Seda with effect from 1 May 2009 and is responsible for Strategy and Policy implementation, Financial and Risk management, Performance Management of Operations, Corporate Governance, Seda Market positioning as well as Stakeholder and people management. Seda has a staff compliment in excess of 500, a budget of +/-R330 million with nine Provincial offices and a network of 42 branches and 50 Enterprise Information Centres (EIC's). In the 6 months acting period up to April 2009, Hlonela managed to achieve the following; restore the proper functioning of the institution, develop a healthy relationship between the Board, Management and the shareholder, proper functioning of operations including financial, management. More importantly issues of people management as well as internal and external communication have received top priority. Currently issues of proper and quality service delivery as well as building key partnerships are top of the agenda.

Hlonela worked at the Department of Trade & Industry as Chief Operating Officer for Enterprise and Industry Development from October 2003. The division has an annual budget in excess of one billion and employs more than 100 professional staff and is responsible for over 9 institutions. Hlonela played an active role in the following areas: Skills, Small Business, Cooperative & Rural Enterprise development, and Women Empowerment. In 2004, she was directly responsible for one of dti's flagship projects, namely, the merger of Ntsika & Namac and the establishment of the Small Enterprise Development Agency (Seda), the project was rated one of the best-managed dti projects. **Hlonela has also acted as Deputy Director General for the dti group services division (IT, Finance, HR, and Legal) for 6 months in 2007 and in that short period managed to demonstrate tangible achievements.**

Having joined Deloitte from November 1998 to September 2003, Hlonela consulted on a wide range of management issues such as Business Process Reengineering, Organisational Design and the Balanced Scorecard Methodology.

In March 2000, Hlonela transferred to the Financial Services Team ("FIST") of Deloitte where she was involved in various projects and performing varied functions such as: formulation of business plans for clients, assessing business-related risk management procedures, conducting due diligence reviews to assess business viability, status of the operations as well as corporate governance matters and business strategy and recommend turnaround business strategies based on the findings.

Hlonela was involved in other projects such as Treasury benchmarks and Risk Control Assessment for companies. She also conducted research, presented and published articles on topical issues such as issuing of Commercial Paper and or Corporate Bonds, as well as Cash Flow and Liquidity Management.

Hlonela has banking experience having worked for First National Bank (“FNB”) from 1993 to 1998, where she joined as Graduate Trainee and later became charged with amongst other things, social investments related projects. Within FNB, Hlonela was later appointed Manager Training & Development and during the same period, she acted as Relationship Manager for the Emerging Markets segment of FNB (low to medium income earners).

Hlonela has over 11 years of solid management experience coupled with leadership skills having worked at top institutions such as First Rand, Deloitte and the dti.

2. EDUCATIONAL QUALIFICATIONS

- Bachelor of Social Sciences (B.Soc.Sc) – (UCT) University of Cape Town (1991)
- Associate in Management (AIM) – UCT Graduate School of Business (1997)
- Masters in Business Administration (MBA) – University of Pretoria, Graduate School of Management (2003)

2.1 OTHER TRAINING

- Breakthrough Programme for Senior Executives – IMD International, Laussane, Switzerland, 2007

3. ACHIEVEMENTS

- Became manager at FNB at the age of 27
- In January 2003, published an article in the South African Financial Markets Journal titled: “Increasing use of Commercial Paper in South Africa”
- In May 2003 was part of a panel of distinguished speakers at a Cash and Liquidity Management Conference where presenting a paper on: “Practical application and implications of cash flow forecasting”
- Nominated and sent by FNB Management to study on a full time basis at UCT Graduate School of Business and came in the Top 5
- Class President Award –1997, UCT Graduate School of Business
- Successfully project managed establishment of Seda in 6 months
- Oversaw and managed the establishment of the relationship with UNIDO (United Nations Industrial Development Organisation) for SADC
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4. EXECUTIVE / BOARD MEMBERSHIPS

- Non Executive Director at Thebe Investment Holdings 2004-2006
- Principal Member representing the dti at Swedish South Africa Partnership Fund till 2006
- Non Executive Director at National Productivity Institute (NPI) till 2007
- Chair of the South African Micro Finance Apex Fund SAMAF till 2008
- Current non Executive Director at South African Railway and Commuter Corporation (PRASA) currently