

## Brand South Africa gets new executives

Businesswoman [Charlotte Chichi Maponya](#) and the CEO of SuperSport, [Happy Ntshingila](#), have been appointed to the board of trustees of [Brand South Africa](#) as the new chairperson and deputy chairperson respectively.



Their appointment was made by president [Jacob Zuma](#) in terms of article 7 (1) (1) of the organisation's trust deed.

"Given their track record and business acumen, the SA brand is in good hands. They will have our support all the way," said Zuma.

Maponya replaces Anitha Soni who chair of the board since 2009. Zuma conveyed his gratitude and appreciation to Soni for steering the organisation during the past two and half years, including the exciting and challenging period of marketing the [2010 FIFA Soccer World Cup](#).

"Soni and the board have done extremely well in promoting the SA Brand, making it instantly recognisable worldwide, especially during the World Cup tournament and huge marketing opportunities such as the World Economic Forum meetings in Davos. We are happy that she will remain on the board as a trustee, sharing her expertise and experience," said Zuma.

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