



CATHERINE WIJNBERG

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KEY SKILLS AND COMPETENCIES:

- Business incubator/accelerator Design, and implementation
- New enterprise development and public/private ventures
- Project design, multi-stakeholder, international
- Transformative personal leadership
- Practical research Lead- Academic, sector-specific and technical
- Public speaking including workshop facilitation
- Knowledge leader in entrepreneur education including remote learning and information sharing

EDUCATION:

2009 Executive MBA, Henley, England.
1983 M.Agr.Sc (Qld), Australia.
1979 B.Sc. (Agric) Hons, Edin, Scotland.

COUNTRIES OF WORK EXPERIENCE

South Africa, Botswana, Zambia, Rwanda

WORK EXPERIENCE RECORD:

Nov 2006 – Present	Founder and Director of Fetola (Pty) Ltd, The Fetola Foundation and Fetola Futures(Pty)
Mar 2003 – Oct 2006	Market Development Manager: Cape Craft and Design Institute.
May 2002 – Mar 2003	Healing Practitioner - specialising in teenage guidance
Oct 2000 – Apr 2002	Director: Architectural Software Development, EASE (Pty) Ltd Cape
Jan 2000 - Oct 2000	50% Partner & General Manager for an Aupair Recruitment Agency, JC Aupairs (Pty) Ltd, Johannesburg
Jan 1996 – Apr 1999	Owner/Manager of a Self-catering Apartment Hotel, Midrand Apartments (Pty) Ltd
Dec 1986 – Aug 1994	Owner/Manager for an Agro-related Import/Export Company, Nobel Trading CC, Johannesburg.
1985 - 1986	Owner/Manager for an Import Company in Zambia, AO Farming (Pty) Ltd, Agro-related import business

1984 - 1985

Agricultural Economist, Commercial Farmers Bureau, Zambia

WORK EXPERIENCE DETAILS:

FOUNDER & DIRECTOR: FETOLA (PTY) LTD, & THE FETOLA FOUNDATION

NOV 2006 – PRESENT

Director and Founder of Fetola ('Changing/Change' in Sotho) business growth professionals committed to creating a thriving small business sector, through the acceleration of independent enterprises. Fetola operates throughout South Africa, and specialises in rural enterprise, women and the youth sector. Catherine's passion is creating a lasting economic and social impact by stimulating people to reach their full potential.

Design and Implementation of game-changing National Enterprise Development Programmes that stimulate the **growth of small businesses** in Southern Africa including the award-winning Old Mutual Legends Programme. A list of major Fetola-led projects is summarised separately.

PROJECTS:

- The Legends Programme was developed by Fetola for Old Mutual for R13 021 037 over 6 years. It was first rolled out to 16 participant enterprises in 2007, with an aim to deliver a programme to promote growth and sustainability of small black-owned businesses and community projects in rural and peri-urban poverty nodes across South Africa.
- The ETU Accelerated Growth Programme, funded by the Embassy of Finland to the value of R2 275 876, supported increased growth in a selection of promising South African businesses, using an integrated programme of business development, market access and mentor support. The programme also sought ways to share this benefit with emerging black-owned businesses and local communities – providing a social as well as an economic benefit.
- The Open Africa workshop series, R800 000, Fetola were asked to facilitate a 5-day business and strategy workshop for Open Africa in the Northern Cape, a part of their support provided to members of tourism routes in the region. Fetola contracted associate consultant and trainer Christoff Oosthuysen to do the training.
- The Graduate Asset Programme (GAP) is an innovative internship programme developed by Fetola. The programme's unique online matching portal (www.gogap.co.za) ensures a 'best fit' between graduate capability and business needs, assisting businesses to find skills and graduates to gain crucial work experience. Funded by the President's Jobsfund and others (R10m over 3 years), the online platform officially launched at the end of 2012.
- The #JustAddGreen programme was an 18-month pilot study that supported the development of high potential, growth-motivated SMEs that are active in the Green Economy. The initiative was managed and implemented by Fetola and funded by J.P.Morgan (R2 606 299). Businesses that participated included those that employ clean technology (reducing emissions, pollution and improved material efficiency), provide resource efficiency solutions or bring about an environmental benefit. Based on the success of this initial pilot, a further round of funding secured from J.P.Morgan has seen the launch of the second phase of this exciting programme as GROUNDSWELL.
- The SAB Foundation Tholoana Programme has been developed and implemented for the SAB Foundation (R63 million to date) and has a special focus on rural businesses and those led by women and youth. It is now entering its fifth year and has become one of the most visible and impactful programmes of its kind in South Africa. The Tholoana Programme is a two-year intervention which offers participants access to skilled mentors, practical workshops and training, market access

support, investment readiness, finance, a peer support network, and a host of other interventions that lay the foundation for sustainable growth.

- The Groundswell business accelerator programme runs over 18-month and offers the entrepreneurs mentorship, access to funds, and investment readiness preparation. The businesses on the programme service the water, sustainability, and resource efficiency sectors. GROUNDSWELL is funded by J.P.Morgan (R3 305 304) and offers a tailored business acceleration programme for entrepreneurs who are passionate about bringing critical solutions for today's environmental challenges. The programme is designed to create collaboration between entrepreneurs, technical agencies, corporates, and sources of capital.
- A first in Africa, the Waste to Wing project (€1 336 266) aims to prove the feasibility of waste-based sustainable jet biofuel production and consumption in South Africa with the aim of replicating elements of the project in other African countries. Answering South Africa's triple crises – energy, environment and an equitable economy – the project will enable 25 micro-, small- and medium-sized enterprises to create a new supply chain to an energy company. The project will adhere to global sustainability standards chosen by the aviation industry to ensure that biofuel is used in a manner that sustains food security, biodiversity, water, land, and labour rights. The project will reduce greenhouse gasses emitted by the aviation industry, while simultaneously capacitating South African entrepreneurs to adopt sustainable consumption and production practices and seize green economy opportunities. The project partners are Fetola Foundation, the World Wide Fund for Nature (WWF) and SkyNRG, with funding by Switch Africa Green, a programme of the European Union.
- In a country where 'business' is often painted as self-serving; the Absa Business Day Supplier Development Awards explores ways to change this narrative. The lessons learned from this exercise have largely debunked the prevailing sentiment that corporates and parastatals in South Africa don't invest in tomorrow's business leaders. In 2018, more than 400 entries were received for the inaugural Awards that were presented in partnership with Fetola, Cold Press Media and Tiso Blackstar Group.

MARKET DEVELOPMENT MANAGER: CAPE CRAFT & DESIGN INSTITUTE

MARCH 2003 – OCTOBER 2006

Design & implementation of provincial market development programmes for the Craft sector in the Western Cape.

PROJECTS:

- Craft Showcase: Conceptualise and develop model for R2.8 million market access project in partnership with Old Mutual Foundation. National craft access, enterprise development, master crafter training & exhibition, retail, wholesale and e-based trade. IT enabled. Projected annual impact: R10 million direct sales, implemented – transformed into GIFT project subsequently managed by Fetola.
- Aid to Artisans: R1.95 million product development project in partnership with USAID to support 12 enterprises to access international and regional markets. Mentor & capacity build four product development trainees.
- Xmas Africa- Woolworths: Order-based facilitation project. R200,000 pilot project leading to three year enterprise development with total sales in the range of R6.5 million.
- Fashion Accessory Programme: R150,000 market access programme to mentor 18 accessory producers and 33 Fashion design students into local fashion market. Sponsored Fashion Show – Cape Town Fashion Festival. Partners: Young Designers Emporium, Leisureworx, City of Cape Town.
- Research programme: Conduct new research into Western Cape and wider South Africa craft retail sector. Survey 500 outlets. Establish exporter and agent database.

- Fairtrade in Craft: Establishment of new Association. Facilitate new partnership with Fairtrade in agriculture and tourism, mentor Marquette University intern. Conduct and report on national sector research programme.
- South African International Marketing Promotion: Europa Park Germany. Head of South African Programme. R2 million Promotion Event including craft, tourism, culture, flowers, wine. In partnership with SA Tourism, Germany, Destination Marketing, Cape Town.
- Corporate Gift Development Programme: R150, 000 Enterprise development programme - leading to opportunities in the corporate gift market.
- Craft Retail Development Programme: R150,000 Enterprise development programme leading to market opportunities in the retail environment. Facilitate collaborative marketing partnership.
- BESO – mentor programme in partnership with the South Africa’s national Department of Trade and Industry. Propose strategy and implement pilot programme in Western Cape.
- One of a kind exhibition, Johannesburg. Pre event market access training, enterprise selection.
- Ongoing Management of buyer-seller matchmaking.
- National and international event management – pre-selection of events and participants and offshore management.

AGRICULTURAL ECONOMIST: COMMERCIAL FARMERS BUREAU, ZAMBIA

1984 - 1985

Negotiate strategic maize pricing for National Government, Minister of Agriculture, Zambian President and Cabinet.

CONSULTANCY EXPERIENCE DETAILS:

SMALL BUSINESS CONSULTANT: ‘BOOST YOUR BUSINESS!’ (PTY) LTD

MAY 2002 – MARCH 2003

This was the start of the methodology for Fetola and involved the development of inspirational business workshops for SMEs in Muizenberg area (Cape Town), plus some individual SME marketing consultancy work. Outcomes were testing and understanding of SME needs and piloting skills development methodologies.

PROFESSIONAL AND COMMUNITY SERVICE:

2015 – Current	Steering Committee - Aspen Network of Development Entrepreneurs (ANDE)
2015 – Current	Chair – Juwi Community Trust
2010 – 2017	Founding member Fairtrade Label South Africa
2005 – 2007	Board Chair of NGO “Sibanye” – a Craft market access NGO in Khayelitsha
2003 – 2007	Board Member of “Indibano” a community development NGO in Eastern Cape
2002-Current	Founding member of Fairtrade South Africa

LANGUAGES

	<u>Speaking</u>	<u>Reading</u>	<u>Writing</u>
English	Excellent	Excellent	Excellent