

# Basa appoints new non-executive director

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Msimeki Nkatingi has been appointed as a non-executive director on the Board of Business and Arts South Africa NPC (Basa).



Msimeki Nkatingi

Nkatingi was elected at the Basa Annual General Meeting held on 30 September 2021. He is the founder and managing director of MIN Creative Co (Pty) Ltd, a branding and marketing agency. He graduated with a BCom in Economics and Information Systems from the University of the Western Cape and went on to study Multimedia Design and Production with City Varsity, during which he founded the agency. He is currently pursuing his BCom Honours degree with Regent Business School.

“My goal is to provide to as many young people as possible the skill sets that will help them put food on the table. I believe that both formal and informal education are critical to alleviating poverty in our current society,” says the thirty-year-old who hopes to use his knowledge base within the creative industry and his ability to build relationships to champion Basa’s mission for driving business investment into the creative sector and capacitating its stakeholders through its programmes and research.

The Basa Board comprises 12 non-executive directors and one executive director, all of whom contribute to the overall

success, governance, and compliance of the organisation. They are Charmaine Soobramoney (outgoing Chairman), Ashraf Johaardien (CEO), Devi Sankaree Govender, Hilton Lawler, Kathy Berman, Khanyi Mamba, Kojo Baffoe, Makgati Molebatsi, Mirna Wessels, Msimeki Nkatingi, Dr Yacoob Abba Omar, Unathi Malunga and Zingisa Motloba.

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