

WOMEN IN PRINT

PROGRAMME

10H30-11H00

Registration, teas and coffees

11h00-11h10

Welcome Address

Dr Abdool Majid Mahomed, CEO, Printing SA

11h10-12h30

Panel 1 Discussion

The discussions will highlight tips and tools that can be taught, instilled, and implemented for print businesses to navigate and/or redefine themselves and company culture post-Covid, while also exploring how attracting female talent into their businesses has led to increased profitability and greater business success.

Moderators:

Abisha Katerere Head, Marketing, Printing SA

Jean Lloyd – Global Principal Analyst, Keypoint Intelligence

Panelists:

Michelle Robson, CEO, Rotunda



Robson has been in the print and paper industry for over 25 years. She is also the COO, shareholder and Executive Director at Merpak. Robson's career in print began at Ince (Pty) Ltd in a sales position. Robson then joined Merpak Envelopes in an internal/external role. Over the years, she worked her way up into various roles, including internal sales, a spell in operations, external sales and then into sales management, and finally into her current position as CEO and Executive Director. Robson joined Printing SA in 2004 and in 2011 she joined The Central Chamber of Printing SA. In 2016, she became the Vice Chairperson and in 2021 the Chairperson. She also serves as a non-executive director on the Printing SA board.

Heilet Grobler – Managing Director, UVO Communications



Heilet Grobler started her career as Marketing and Sales Director of CPD Print 32 years ago in Pretoria. Being one of 3 directors she was of the first women who stepped into a very male dominated industry. Her background in Psychology gave her the edge to out-do many opponents as she could engage and advise her clients not just on print but also on the art of communication and the subconscious message which gets communicated through images and text on paper, radio and television productions. CPD Print was also the first company to bring to the Southern Hemisphere the first digital Heidelberg press which made use of direct imaging technology. She won several Sappi Printer of the year awards and Heilet often stood women alone amongst men claiming their awards. In 2007 Heilet deemed it necessary to transform and started UVO Communication and Print a black-owned company led by herself and David Skosana.

Teresa Adinolfi – Managing Director, Redfern



Teresa, or Terry as most know her, is a founder and the current managing director of the Redfern Group. For over 30 years, Redfern has been a critical labelling partner to farmers, fruit exporters, educators, entrepreneurs and many household brands. Since she was appointed MD in November 2018, Terry has successfully guided Redfern through a period of unprecedented change. From mergers and acquisitions to relocating a 5000m2 factory to navigating the global supply chain's myriad challenges. She has led the team with vision and passion, uniting the group under a single culture and value system. Terry's passion extends beyond the boardroom to her love for family and her Italian Heritage. As comfortable navigating the kitchen, craft room and dance floor, Terry believes in living life to the fullest. Terry's love of life and gratitude for people make her a leader that is easy to follow, both an example and inspiration to her team and peers.

Linda Frohlich – Alternate director of Sasfin Holdings and Sasfin Bank Limited, and Chief Executive of Sasfin Asset Finance and Sunlyn Rentals



Frohlich has over 30 years of experience in the financial services industry. She puts her professional success down to having a strong, stable team – mostly female – proving that women in general, and single parents in particular, are hardworking, extremely focused and able to withstand enormous pressure. She believes in striking a balance between family and her professional life, and promotes this philosophy within her team. Frohlich is inspired by people who go beyond and who are not afraid to take risks.

Alinah Fosi - CEO, Government Printing Works.



In August 2021, Ms. Alinah Fosi was appointed as the permanent Chief Executive Officer (CEO) of Government Printing Works. She is the first woman and, more importantly, a black woman to be appointed as CEO of GPW since its inception. She has served as GPW's Acting Chief Executive Officer since 2019, after joining the organization from the Department of Home Affairs. She joined GPW as the General Manager of the Strategic Management branch. She has also worked in the manufacturing and printing industries previously. Ms Fosi has extensive experience, competence, and knowledge gained over a period of more than twenty years in the Public Service at various levels, including more than 17 years as an SMS member. She has worked in organizations that empower women, youth, and people with disabilities.

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12h30-13h45

Lunch

13h45-15h00

Panel Discussion 2

These ladies will be exploring diversification within business and how businesses can do their part in finding and nurturing young and inexperienced talent to help ensure the future of print in the workplace by using technologies, machine learning, big-data, advanced process workflows and collaboration in changing the traditional way of looking at every facet of our industry

Moderators:

Meggan McCarthy Editor of Africa Print, Sign Africa and Modern Marketing

Panelists:

Anja Kirton - Wide Format Product Manager, FujiFilm



Anja started her journey with FUJIFILM Graphic Communication South Africa back in 2014 as a PA to the MD, but through hard work and determination, she has worked her way to becoming the Large Format Product Manager and Marketing Coordinator at the company. "I'm forever grateful for FUJIFILM's leadership and the management's commitment to staff development," Anja says. She has been able to travel and experience the brand on a global scale, further developing her passion for print. Historically, the print industry in South Africa has not been considered an industry where women would flourish, but Anja would like to change this. She has seen first-hand why the industry has not attracted as much female talent as it should and often finds herself in meetings where she is the only female there. "I have worked hard to change the stigma associated with the industry and am proud to say that I am considered a change maker that is equally respected, trusted, and valued by my company, customers, and suppliers," Anja explains. When she's not at work, Anja enjoys spending time with her family and fur babies and is also an accomplished runner and cyclist. She recently competed in two ultra-cycling events and has the medals to prove her success. She encourages not only women, but everyone to follow their dreams instead of watching them go past.

Heidie - Mari Middel - Production Specialist, Kyocera



Middel is responsible for brand awareness and contributing to the marketing and sales of Kyocera Production products. She oversees the annual production plan and provides guidance for Kyocera Production dealers as well as training and upskilling, software and general support, and sales and solution consulting. As a production printing specialist, she was instrumental in launching Kyocera Document Solutions' first cutsheet inkjet device in the market, one of 165 devices installed worldwide. Her career has allowed her to work closely with customers and be part of the creative process. She enjoys learning and evolving with the inkjet industry and the technology. With production inkjet technology having advanced rapidly, she believes that it allows for a more competitive and profitable way to increase revenue and drive business growth.

Chantal Donnelly - General Manager, Hirt & Carter



Donnelly is a South African born brand, digital and technology enthusiast. Over the past few years, she has been innovating, executing, travelling, researching, project managing, building platforms, implementing and enabling technology towards retailers, brands and consumers. She has over 25 years of experience in brand communication, product development, innovation, marketing and communications, advertising, print, media, digital and technology.

Samantha Moore, New Business Development Manager, Packaging & Print Media (PPM)



Moore joined PPM in 2018 to improve the company's value offering and meet the ever-evolving needs of readers and advertisers, after having spent almost eight years working in London at an architectural firm. There, too, she spent time in business development where she enjoyed assisting in identifying potential global markets, coordinating international business developments as well as managing overseas trade events, exhibitions and presentations as the International Marketing Manager. Before joining PPM, Moore was 'officially' introduced to the packaging industry by working as the National Administrator for the Institute of Packaging South Africa (IPSA). Moore has also been responsible for project managing the annual Label Printing Directory and Packaging & Print Directory.

15h00-15h10

Vote of Thanks & Closing

Zayed Bagus, Operations Director, Printing SA

15h10-17h00

Networking

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