



SwissCham Southern Africa (SCSA)

Zurich, March 1st, 2011

SCSA - General Assembly of 30th March 2011

Dear Members and Guests,

It is with great pleasure that we invite you to our General Assembly to take place as follows:



Date: Wednesday, 30th March 2011
Venue: Zunfthaus zur Meisen, Münsterhof 20, 8001 Zurich
Program: **17:00** Registration
17:15 General Assembly
18:00 Presentation by **Mohseen Valli Moosa, Chief Executive Officer, African Romance®**
on The Diamond Industry in Southern Africa and the role of African Romance
19:00 Aperitif riche

Mohseen holds a BA degree in Industrial Sociology, an LLB degree, and diploma courses in Micro Economics and Macro Economics. He was trained in law at Bell, Dewar and Hall, one of South Africa's "big five" law firms and owned his own law practice prior to 1994. He served 9 years in South Africa's first Parliament and one year doing structured finance at Deutsche Bank before establishing WakeHold (Pty) Ltd.

Mohseen has strong leadership skills and has chaired various committees at Parliament, including committees that established the Truth Commission, the Economic framework legislation, South Africa's Industrial Policy (including the Motor Vehicle and Gaming sector), and the new Mining, Minerals and Energy law of South Africa.

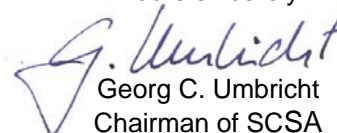
After leaving Parliament, he built WakeHold's portfolio, which holds minor interests in Pharmaceuticals, Medical technologies, Mining, Banking, Telecommunications, and major interests in the Luxury Diamond and Jewellery sector.

Mohseen has followed his passion for the downstream sectors in precious metals and minerals by training at the Harry Oppenheimer Diamond Training School, Completing Training in Managing Luxury Diamond and Jewellery Businesses at the University of Antwerp, and creating and serving as CEO of WakeGem (Pty) Ltd, trading as African Romance®, since its inception. He also holds a number of directorships.

Please find the agenda enclosed as well as the registration form for the General Assembly which we kindly ask you to fill in and send back to us no later than **25th March 2011**.

We are looking forward to welcoming you to our General Assembly at the Zunfthaus zur Meisen in Zurich.

Yours sincerely


Georg C. Umbricht
Chairman of SCSA