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FROM THE OFFICE OF THE PRESIDENT

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FOR IMMEDIATE RELEASE
AUBC Media Release

AFRICAN UNITED BUSINESS CONFEDERATION (AUBC) HONORS THE LEGACY OF DR. SAMUEL MOTSUENYANE: A CHAMPION OF BLACK BUSINESS.

Johannesburg, South Africa. "In profound sorrow, the African United Business Confederation (AUBC) grieves the loss of Dr. Samuel Motsuenyane, a titan in the realm of black business and a beacon of entrepreneurship. As a co-founder of the National African Federated Chambers of Commerce (NAFCOC) in 1964, Dr. Motsuenyane dedicated his life to advance the cause of black business and economic empowerment. His legacy is etched in the foundation stones of African entrepreneurship.

Former President Nelson Mandela appointed him as Ambassador to the five Gulf States—Saudi Arabia, Oman, Bahrain, Kuwait, and Yemen in 1996, acknowledging his significant contributions to business and community development. Notably, Dr. Motsuenyane's indomitable spirit led to the establishment of the African Bank, a testament to his firm commitment to foster economic growth within the black community. His visionary leadership not only transformed the landscape of business but also inspired generations of entrepreneurs across the continent.

In the words of AUBC President George Sebulela, 'Dr. Motsuenyane's passing leaves a profound void in the tapestry of African business. His tireless efforts and pioneer spirit have paved the way for countless aspirant entrepreneurs. It is now our collective duty to ensure that his legacy to promote black business continues to reign'.

Dr. Motsuenyane's legacy transcends his impactful contributions to our nation's economy and his advocacy for the marginalized. He epitomized courage, conviction, compassion, and tenacity. AUBC extends heartfelt condolences to Dr. Motsuenyane's family, business associates, and all South Africans who mourns this profound loss. May his soul find eternal peace.

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About the African United Business Confederation:

The African United Business Confederation (formerly South African United Business Confederation) is a leading business organization dedicated to foster economic growth, promote trade and investment, and advance the interest of businesses across Africa. AUBC serves as a catalyst for economic transformation, leverage partnerships, and advocate for policies that create an enable business environment. Through promotion of collaboration and innovation, AUBC aim to position Africa as a premier global investment destination and drive sustainable economic development in the continent.

