

12Cape Board Appointment

Lesego Majatladi, appointed to the board of FEDHASA

The appointment of Latitude Aparthotels Managing Director, Lesego Majatladi, to the Western Cape board of FEDHASA (Federated Hospitality Association of Southern Africa) marks a great stride for the 12Cape-owned hospitality brand.

The national trade association for the hospitality industry has been around since 1949 and takes pride in being the unifying influence of policy decisions for the Southern Africa hospitality industry. It is an umbrella organisation for hotels, restaurants, conference centres, caterers, self-catering accommodation, home hosting establishments, clubs, taverns, shebeens, suppliers, trainers, consultants, and service providers to the hospitality sector.

FEDHASA's objective is to grow an inclusive hospitality industry by advocating, enhancing, and promoting the development and growth of a sustainable industry in the Southern African hospitality-trading environment.

"It is an opportunity to serve the Hospitality industry that I love so much. The Hospitality and Tourism industries are close to my heart because they can be so transformative to the individuals who enter them. I also believe that many exciting opportunities in the sector are untapped, and it is humbling to sit on the board of FEDHASA Cape, the vanguard of realising full economic value for the Hospitality in the Cape region" says Lesego.

As an alternate Board member alongside Richard Lyon, General Manager of the One and Only hotel, Lesego and Richard are the representation for the Hotel Sector. Lesego sits on the Communications Sub-Committee which is tasked with developing and implementing a communication plan for organisation..

"In my previous life I worked in the Communication and Media Industries, I believe that the experience of over a decade in those industries bring a different perspective to FEDHASA", comments Majatladi.

12Cape is extremely proud of this achievement for the Managing Director of Latitude Aparthotel, the flagship investment for the 12J holding company. 12Cape is a section 12J

fund which fund that owns and grows a portfolio of leading Latitude Aparthotels in prime areas of hospitality assets in Cape Town. Through cultivated experience in the targeted investment fund area, this team of entrepreneurs are fiercely independent and strategic in focus.

Lesego Majatladi looks forward to making his mark in moving the tourism and hospitality sector forward, for the greater benefit of all involved in these sectors.