

New transformation magazine to analyse BEE

TransformSA, a new 120-page quarterly publication covering transformation and BEE issues, comes out today, Friday, 14 October 2011 at bookshops throughout the country. It is also available by subscription.

Johannesburg-based publisher and businessman Saki Mabhele and his business partners say the magazine focuses on providing hard-core analysis of BEE, digging into previous and current BEE and BB-BEE deals in a bid to find loopholes, weaknesses and strengths. "We want to apply investigative journalism skills to root out fronting. We may also consider naming and shaming the enemies of transformation," says Mabhele.

The publication also celebrates success stories of black-owned companies and various organisations that have been at the forefront of transformation. It covers changes in legislation and zooms in on institutions set up by government in efforts to develop BEE. It will also strive to check whether policy changes and business transactions, which have taken place in the past 17 years of South Africa's democracy, have really addressed the economic imbalances of the past.

Independent and modern multi-platform magazine

Mabhele has worked on business titles such as *The Thinker*, *Leadership* magazine, *African Leader*, *Black Business Quarterly* and *Cape Africa*. He is joined by BEE expert Ajay Lalu and Neren Rau, the CEO of the South African Chamber of Commerce & Industry (SACCI), as part of the contributing team.

"The magazine has assembled an experienced contributing team from industry and journalism to ensure it is an independent and modern multi-platform magazine that will engage readers.

"With compelling content, we hope to create a trusted resource for politicians, chief executives, chairmen, non-executive and executive directors. To me it seems unlikely that the past 17 years could have been enough to address imbalances of the past. We need to educate both black and white South Africans about the necessity of economic empowerment," he concludes.

For more, go to www.transformsa.co.za.