

COMPANY PROFILE



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COMPANY HISTORY


Registration Number 2017/213215/07

Moja Tri-continental Holdings (Pty) Ltd, was founded on 17 March 2017 (Moja Group). The company was established to address current realities and potentials as a result of an unstable global climate that has created the imperative for new outlooks and relationships. Trade terms, tariffs, treaties which served to undermine the position of Africa and the South brought about a renewed urgency for the realignment of tri-continental and global economic institutions. The inter-connectedness of the Moja Group is aimed at positively harnessing the natural and human resources across the tri-continental sphere to support sustainable trade and other development projects in developing countries.





CORE BUSINESS



Moja Group is focused on building partnerships and co-operation agreements that will strengthen trade between African countries and other inter-continental countries. This will be achieved through establishing of commodity trade relationships, forming media and other strategic partnerships, research, marketing, skills development and development consulting by offering a turnkey solution to the building, mining, civil and maintenance construction field.

STRATEGY



VISION STATEMENT

Fair and Equitable Development
Platforms



MISSION STATEMENT

Build Successful and Strategic Tri-
Continental Partnerships



VALUES

Moja Group is forging a new global political and economic platform that requires effective tri-continental partnerships built on core principles of integrity, fairness, excellence, sustainability, respect and unity.





BUSINESS GOALS & OBJECTIVES

Moja Group objectives are to build fair, equitable and sustainable beneficial trade platforms that will contribute to effective, competitive and sustainable trade and beneficiation of resources for countries on the African continent. The establishment of tri-continental project cooperation, knowledge and information sharing and the creation of alternative trade regimes and institutions are important objectives of the Moja Group.

The cornerstone of our work will be to assist developing and expanding of competitive and sustainable trade opportunities for countries on the African continent.



BUSINESS STRATEGY

The population of Africa is approximately 1,256 billion people. The continent has for example 12% of the world's oil reserves, 40% of its gold and between 80% and 90% of its chromium and platinum. Africa is also home to 60% of the world's underutilised arable land and has vast timber resources. Yet together African countries account for just 1% of global manufacturing. This creates a cycle of perpetual dependency, leaving African countries reliant on the export of raw products and exposed to exogenous shocks.

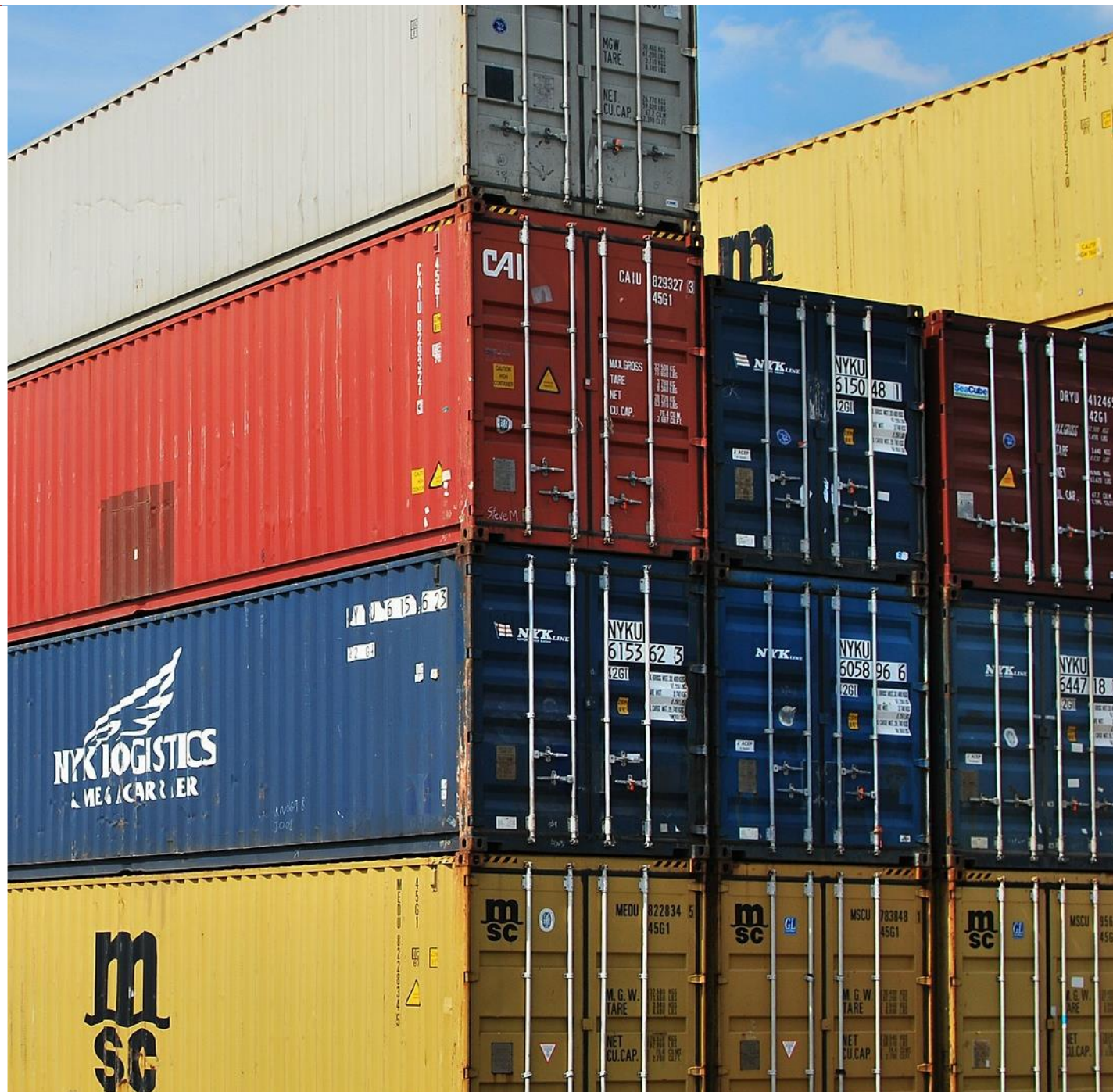
African countries are striving to diversify their income base creating numerous opportunities for trade and investment by interested foreign partners. To make real profits from raw materials, developing countries need to develop processing industries. All countries that remain poor have been unable to diversify away from agriculture and the production of traditional goods into manufacturing and other activities.

Moja Group business strategy is to assist the development and expansion of African trade and competitiveness through the forming of partnerships and co-operation between African countries and other global developmental countries. This will be achieved through the Moja Group services that are based on the Groups inter-trade and developmental connectedness between countries that will benefit people in all regions.

ECONOMIC INTENT

Moja Group develops trade and export capacity through relationship building. Our programmes provide opportunities for African exporters and potential exporters to meet and create partnerships for customers, conclude business deals and also to grow their businesses by expanding their potential trade and markets. These will contribute to the development of the economies of African countries and create more profitable, sustainable enterprises and jobs.

Moja Group is the entry point to assist countries and businesses with dedication and focused determination to break down trade barriers to successfully achieve their export aspirations. Moja Group main goal is to create partnerships and co-operation with countries and businesses that will benefit African countries commodity trade and developmental opportunities with a specific focus on establishing partnerships and co-operation that are aimed at restoring the dignities and by focusing on realities and outcomes of the poor and working class people of sister nations.



BUSINESS CONCEPT

Moja Group business concept is based on forging a new global political and economic platform that will require effective co-operation and partnerships which are built on the core principles of integrity, fairness, excellence, sustainability, respect and unity. The aim is to shift the distorted global narrative that will require a realignment of critical sectors which will contribute to the unlocking of the potential of marginalised and prejudiced economies in developing countries.

Moja Group is developing a sophisticated analysis of potential trade opportunities between African countries and other global developmental countries. Based on this research, the Group will focus on

key commodities and markets. Assisting the African countries by matching the African basket of manufactured and value added products with the relevant markets in the world where demand for these products are high, will yield a greater return on investment for the Groups customers as well as an increase in the countries trade and companies export orders.

Moja Group infrastructure provides the gateway to the African continent and partnerships and/or co-operation with other global potential trading partners and opportunities. By ensuring good governance, Moja Group facilitates and establishes a stable business environment for its customers.



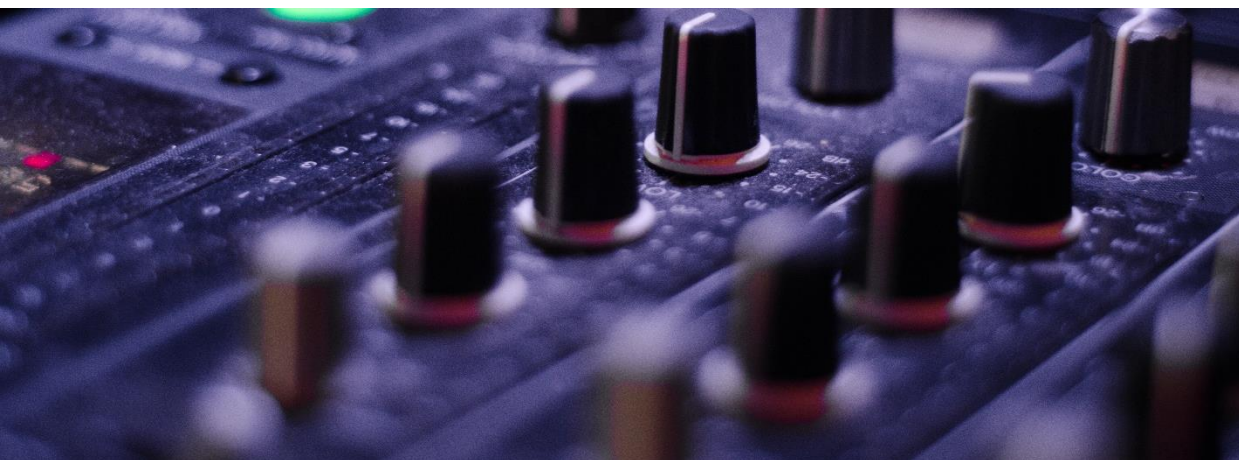
SERVICES





MEDIA

Out of this current media landscape of inequality and bias, the company is harnessing the potential that exists for the creation of a new viable global media order where worldwide satellite and online news, information and entertainment services become a reality for Africa, Russia, Asia, Latin America and the South. Out of this new media of openness and equality will emerge a greater access and demand for real-time news and information that bears a greater relevance for Africa, Russia, Asia, Latin America and the South.



Moja Media will focus on creating partnerships with BRICS countries in relation to its proven track record in the creation of content production systems. Moja Media has built a team who have both the relevant understanding of the production, filming and editing capabilities in all contents in all aspects of content production from news, current affairs, documentaries and studio based programs.



Moja Group partnered with TeleSUR TV that is multistate company based in Caracas, Venezuela. TeleSUR TV official ambition is the "integration of Latin American peoples".



MARKETING

Moja Marketing directs the media, marketing, public relations and community awareness programmes undertaken by the group. The Moja Marketing division plays a central role in ensuring that all the Groups programme of activities is aligned to its broader objective.

The Marketing Division is staffed by skilled media, marketing and public relations specialists who will ensure that the Moja Groups strategic partnerships are managed with integrity and with an appreciation of the broader aspirations of key stakeholders.





RESEARCH AND DEVELOPMENT

Moja Group content development is based on the foundation of a strong research unit which will be focused on the development of innovative program content using the latest technology. The work undertaken by the content development unit is guided by the overarching work of the Moja Research Institute. The Institute is tasked to manage a number of programmes and events that will help facilitate high-level discussions as well as fostering people-to-people relations.

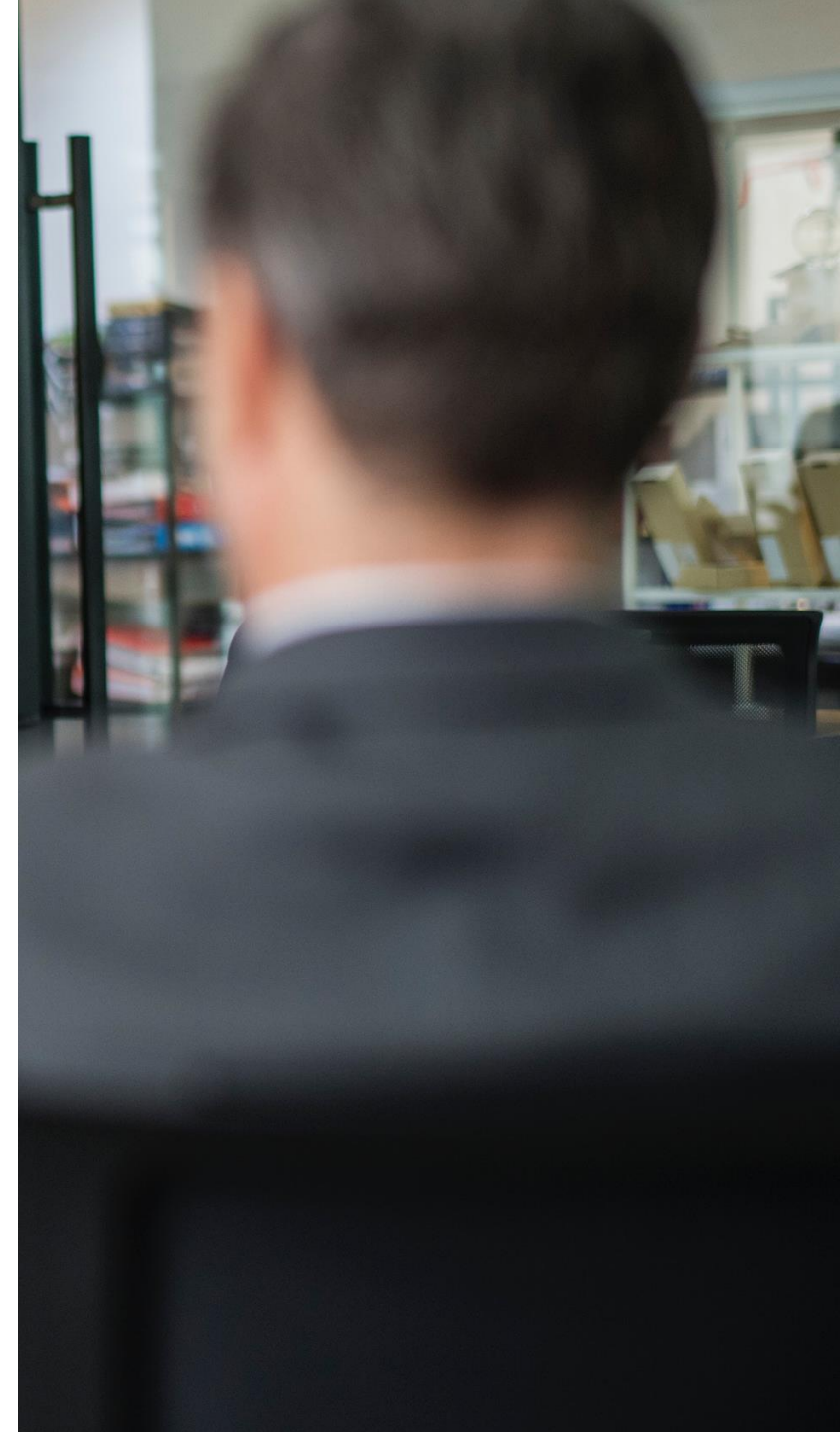
The Institute is serving as a hub for critical thought in media, development, global governance, pan-Africanism, Latin American- Sino-African, FOCAC and BRICS relations. It has a number of focus areas which serve to match thinking with leaders in order for them, as leaders, to implement the thought. As a research hub, based in Cape Town, the Institute facilitates thinking, dialogue, training, mediation and research among other areas throughout the African continent.

As examples, Moja Group, the University of the Western Cape (UWC) and the Student Representative Council (SRC) is hosting a pre-BRICS summit in Cape Town on the 22nd of June 2018 to attract investors and businesses. A pre-BRICS high level Seminar to attract investors and businesses will also be held a week before the 10th BRICS summit, which is scheduled to take place from 25 – 27 July at the Sandton Convention Centre in Johannesburg.



CONSULTING

Moja Development Consulting or (MDC) is meeting the growing demands of the development sector by offering a turnkey solution to the Building, Civil and Maintenance Construction field. MDC will be responsible for projects such as port development, infrastructure development, mining and beneficiation of commodities. The key to the success of MDC is the wealth of expertise and technical skills that is brought forward to any challenge





Moja Group transformational goals are focused on building business partnerships between countries with common histories and destinies through the development and strengthening of trade and development opportunities. The Groups competitiveness is based on its global linkages, interconnectedness, co-operation and partnerships with government institutions, civil society institutions and businesses. Moja Group forging of a new global political and economic platform will require effective partnerships and co-operation that will address the unlocking of the potential of marginalised and prejudiced economies in developing countries.

Moja Group is the gateway to the establish trade and developmental partnerships between African countries as well as global partnerships and co-operation with countries which have potential trade developmental opportunities for African countries.

BUSINESS COMPETITIVENESS



SERVICE PLEDGE

Moja Group will provide the best type of trade, business and developmental advice to its partners and customers. Customers will be linked to relevant institutions through the Groups interconnectedness, partnerships and co-operation agreements to effectively achieve their business objectives. All the Moja Groups services and products will add value for money invested.



BUSINESS MODEL

Moja Group will forge partnerships and co-operation between African countries and countries across the globe ensuring economic growth and diversification across all fields. Such flexibility gives autonomy to the Groups special task force who in turn deliver effective results with swift efficiency.

VALUE CHAIN

Moja Group is developing and delivering unique products and services in various sectors through the establishment of tri-continental partnerships. The objective of the Moja group products and services is to contribute to the unlocking of the potential of marginalised and prejudiced economies in developing countries.

Moja Group is analysing the value chain of each of its services and products to ensure that the Group and its partners deliver the best value product and service to its customers. Depending on the service and product that the Moja Group and its partners deliver to its customers, the Moja Group decides in which part of the value chain of the specific service or product it will operate to ensure that the Group will have the competitive advantage.

Moja Group can be involved in the full range of activities of the value chain which include design, production, marketing and distribution that will bring the product or service from conception to delivery or in a specific part of the value chain of the service and product. The Group will determine in consultation with its partners in which part of the value chain the Group will be operating and where its partners and customers will fit into the value chain to deliver the best product and service.





MANAGEMENT AND OWNERSHIP

Moja Groups African and global linkages, interconnectedness, co-operation and partnerships and its resources and necessary infrastructure forms the best platform to provide effective trade and developmental services between African and global countries. The Group established a stable business environment for trade and development opportunities between countries. It has a growing skills base which offers a pool of young, energetic talent. Value, innovation and creativity are embedded into the Groups business culture.

The specific knowledge of the Moja Group around the African and international economy, places the Group in a position to be a forerunner on market trends pertaining to trade, developmental and investment opportunities. This knowledge not only informs the strategy of the Group but is essential to the customers of the Group. Knowledge management is an essential function of the Group which guides and informs business decisions of the Group, its partners and its customers.



**CURRENT
CUSTOMERS
AND
PROJECTS**

Please visit
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